

Chapter	Chapter heading	Content	Word count
Executive summary		Include the aim/purpose of study; the methods used (primary and secondary); the key findings and recommendations (is the business viable and if not suggestions to make it viable?)	200
Chapter 1	Introduction	1.1 The rationale of the business opportunity 1.2 Scenario chosen 1.3 The Mission 1.4 The vision 1.5 The aim 1.6 The objectives 1.7 Structure of the business plan-sign posting	1000
Chapter 2	The Business Concept	2.1 Introduction 2.2 Description of the Business concept 2.3 The Product/service description 2.4 The Target Market 2.5 Positioning strategy 2.6 Value added 2.7 Who is involved 2.8 The window of opportunity 2.9 Chapter summary	1500
Chapter 3	Literature Review	3.1 Introduction 3.2 Industry analysis/feasibility(use academic models-PESTLE/Porters 5 Forces/PLC etc) 3.3 Chapter summary	1000
Chapter 4	Feasibility/Methodology	4.1 Introduction 4.2 Market research 4.3 Market analysis- from secondary and primary data collected 4.4 Product/ service feasibility 4.5 Organisational feasibility 4.6 Financial feasibility 4.7 Chapter summary	3,000
Chapter 5	Analysis of the Business Model	5.1 Introduction 5.2 Strategic Analysis of the new/existing business idea-e.g. use of Value Chain, SWOT etc. 5.3 identification of sources of competitive advantage and sustainability 5.4 Selection of strategies for success 5.5 Development of appropriate Business Model	2,000

		5.6 Chapter summary	
Chapter 6	Evaluation of the Business Plan	6.1 Introduction 6.2 Overall assessment of the Business Plan 6.3 Business Plan schedule.....from raising capital...stage by stage....setting out key events/ resource requirements for successful operation of the Business Model 6.4 Is the business viable? 6.5 Discussion of critical success/failure factors 6.6 Chapter summary	1,500
	References and Appendices	Data collection tools and references used to build the business plan.	
	Total		10,000