|  |
| --- |
|  |
| BUSINESS PLAN |
|  |
|  |



|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **BUSINESS PLAN SUMMARY[[1]](#footnote-2)** | | | | | | | | |
|
| **Basic Information** | |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |
| **Name and Surname:** | | |  | | | | | |
|  |  |  |
| **Address:** | | |  | | | | | |
|  |  |  |
| **Telephone and E-mail:**  **Department and year of study:** | | |
|  |  |  |
|  |  |  |
|  |  |  |  |  |  |  |  |  |
| **Name and Brief Description of the Business Idea** | | | | |  |  |  |  |
|  | | | | | | | | |
|
|
|
|
|
|
| **Total Investment Needed for Getting Started (Amounts and Purposes):** | | | | | | |  |  |
|  | | | | | | | | |
|
|
|
|
|
|
| **Expected Effects of Investments:** | | | |  |  |  |  |  |
|  | | | | | | | | |
|
|
|
|
|

|  |
| --- |
| **Motive for Starting a Business** |

|  |
| --- |
| **DESCRIPTION OF BUSINESS IDEA** *(Explain the way in which you came to business idea; describe the product/service that you want to create. What are the needs of customers who are in plan to be satisfied with the created product/service? What is your target group of customers? How your product/service is different from others and what is new and innovative that you offer in the market? ...)* |

|  |
| --- |
| **QUALIFICATIONS** *(List the most important qualifications that you have to start a business; experience, expertise, knowledge, education, etc.)* |

|  |  |  |
| --- | --- | --- |
| **RECOMMENDATIONS** *(Please provide contact details for a minimum of 1 person that support your intention to start a business.)* | | |
| *Name and Surname* | *Function, Organization/Institution* | *Telephone / E-mail* |
|  |  |  |
|  |  |  |
|  |  |  |

|  |  |
| --- | --- |
| **SWOT Analysis** | |
| **Strengths** | **Weaknesses** |
|  |  |
| **Opportunities** | **Threats** |
|  |  |
|  |  |
|  |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **DESCRIPTION OF PRODUCT/SERVICE AND PROCESS OF DEVELOPMENT** |  |  | |  |  |
| **Basic characteristics of product/service** *(Functions, quality, appearance, size, etc.)* | | |
| **Description of the development process of product/service***(Phases and duration of the development process)* | | |

**Price of product/service** *(selling price of product/service and the strategy of its formation)*

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **PRODUCT-MARKET MATRIX** | | **SALES PLAN - AMOUNTS** | | | |
| Products / Groups of ProductsMarkets | | PRODUCT “A” | PRODUCT“B” | PRODUCT“C” | **TOTAL MARKETS** |
|  | Estimated monthly / annual sales in **units** |  |  |  |  |
|  | Estimated monthly / annual sales in **units** |  |  |  |  |
|  | Estimated monthly / annual sales in **units** |  |  |  |  |
|  | Estimated monthly / annual sales in **units** |  |  |  |  |
| TOTAL NUMBER OF PRODUCTS | |  |  |  |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **PRODUCT-MARKET MATRIX** | | **SALES PLAN - VALUES** | | | |
| Products / Groups of ProductsMarkets | | PRODUCT “A”  UNIT PRICE | PRODUCT “B”  UNIT PRICE | PRODUCT “C”  UNIT PRICE | **TOTAL MARKETS** |
|  | Estimated monthly / annual sales in **KM** |  |  |  |  |
|  | Estimated monthly / annual sales in **KM** |  |  |  |  |
|  | Estimated monthly / annual sales in **KM** |  |  |  |  |
|  | Estimated monthly / annual sales in **KM** |  |  |  |  |
| TOTAL VALUE OF SALES | |  |  |  |  |

|  |  |  |  |
| --- | --- | --- | --- |
| **CUSTOMER REASONS TO BUY YOUR PRODUCT / SERVICE** | | | |
| **Product / Service**(planned to be sold) | Name of the product / service: | | |
| **Markets** (customers that we are directed to according to the previously filled matrix) | Name of the target customer(s): | | |
| **What is important to your potential customer while buying your products / services?** *(After doing the market research, fill this separately for different customers.)* | **Importance**  (customer’s score):  **Rank from 1 to 5** | **CONCLUSION** | |
| **The Average Score from All Interviews** | **Main Priority** |
| *Quality* |  |  |  |
| *Price* |  |  |  |
| *Design* |  |  |  |
| *Packaging* |  |  |  |
| *Terms of Payment* |  |  |  |
| *Method and Time of Delivery* |  |  |  |
| *Other* |  |  |  |

**DESCRIPTION OF THE MARKET**

* *Briefly describe the market in which you plan to perform (size, location, trends, saturation).*
* *Specify the existing competition and their estimated market share.*
* *Particularly single out those competitors that represent the greatest threat in the next two years and identify their greatest strengths.*
* *If you have any information, please provide new competitors that you expect and the threat that they can represent on the market.*
* *Are there other / new products that represent a replacement for your product so it can be eliminated?*
* *Provide your advantages over the competition?*
* *Describe how you plan to introduce your products/services on the market (promotion).*

**COSTS**

**Variable Costs of Business**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | | *PRODUCT „A“* | *PRODUCT „B“* | *PRODACT „C“* | *PRODUCT „D“* |
| KM | KM | KM | KM |
| 1 | Retail price of a product/service |  |  |  |  |
| 2 VARIABLE COSTS (per product) | |  |  |  |  |
| 2.1 | Distribution and selling costs |  |  |  |  |
| 2.2 | Supply/material costs |  |  |  |  |
| 2.3 | Packaging costs |  |  |  |  |
| 2.4 | Other variable costs of production (*list all of them*) |  |  |  |  |
| **3.** | **TOTAL VARIABLE COSTS PER PRODUCT** |  |  |  |  |
| **4.** | **SELLING PRICE - TOTAL VARIABLE COSTS PER PRODUCT (1.-3.)** |  |  |  |  |

|  |  |  |  |
| --- | --- | --- | --- |
| **PRODUCT/SERVICE** | **UNITS PRODUCED PER MONTH** | **VARIABLE COSTS PER PRODUCT** | **TOTAL** |
| *PRODUCT „A“* |  |  |  |
| *PRODUCT „B“* |  |  |  |
| *PRODUCT „C“* |  |  |  |
| *PRODUCT „D“* |  |  |  |
| **.....** |  |  |  |
| **TOTAL** |  |  |  |

**Fixed costs**

|  |  |  |
| --- | --- | --- |
| Costs (for a month or chosen period of doing business) | KM | Comments |
| Employees salary |  |  |
| Renting |  |  |
| Electricity |  |  |
| Loan interests |  |  |
| Depreciation |  |  |
| Other fixed costs: |  |  |
| - accounting service |  |  |
| - telephone/internet |  |  |
| * cleaning and maintaining |  |  |
| - other fixed costs (*list all of them*) |  |  |
|  |  |  |
| TOTAL FIXED COSTS |  |  |

**BREAK EVEN POINT**

|  |  |  |  |
| --- | --- | --- | --- |
| **TOTAL INVESTEMENT NEEDED FOR STARTING UP** | | | |
| **INVESTEMENT PURPOSE** | **REQUIRED AMOUNT** | | **COMMENT** |
| **OWN FUNDS** | **OTHER SOURCES** |
|  |  |  |  |
|
|  |  |  |  |
|
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
| **TOTAL AMOUNT OF INVESTMENT** |  |  |  |

|  |  |  |  |
| --- | --- | --- | --- |
| **INCOME STATEMENT FOR THE FIRST 12 MONTHS OF BUSINESS** | | | |
| **OPERATING INCOME** | **KM** | **OPERATING COSTS** | **KM** |
| Income from selling products/services |  | **1.VARIABLE COSTS** |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  | **2. FIXED COSTS** |  |
|  |  |  |  |
| Other income: |  |  |  |
|  |  |  |  |
| **TOTAL OPERATING INCOME** |  | **TOTAL OPERATING COSTS** |  |
| **OPERATING PROFIT/LOSS** (total operating income minus total operating costs) | | |  |
| **FINANCIAL INCOME** | | **FINANCE COSTS** | |
| Interest income (*if planned*) |  | Interest costs (*if planned*) |  |
| Other financial income |  | Other financial costs |  |
| **FINANCIAL PROFIT/LOSS** (financial income minus financial costs) | | |  |
| **PROFIT/LOSS BEFORE TAXATION** (operating profit/loss +/- financial profit/loss) | | |  |
| INCOME TAX | | |  |
| **PROFIT/LOSS for the period of 12 months** | | |  |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **PLANNED CASH FLOW** | | | | | | | | | | | | | | |
|  | | Months | | | | | | | | | | | | |
| I | II | III | IV | V | VI | VII | VIII | IX | X | XI | XII | TOTAL |
|  |
| **Cash at the beginning** | |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Inflows from selling products/services | + |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Other inflows | + |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Outflows on the basis of variable costs | - |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Outflows on the basis of fixed costs (*without depreciation*) | - |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **Cash flow from operating activities** | = |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Financial inflows | + |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Interest on loans | - |  |  |  |  |  |  |  |  |  |  |  |  |  |
| *Repayment of loans*  *(If acquired)* | - |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Income tax | - |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **Total balance at the end** | = |  |  |  |  |  |  |  |  |  |  |  |  |  |

**BUSINESS ORGANIZATION**

*How does your organizational structure look like and what are the major functions within the student team?*

*Specify the detailed description of obligations and responsibilities of each member within your student team.*

*Do you plan to engage external experts and if so, in which categories of business?*

*Specify the legal form in which your business will be registered and approximate costs of registration.*

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **LIST OF TASKS/ACTION PLAN** | | | | |
| **Period:** | | | | |
| **Activities** | **Responsible person** | **Date of starting** | **Date of beginning** | **Results** |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |

|  |  |  |
| --- | --- | --- |
| **RISK ASSESSMENT–Critical factors** | | |
| What are the critical factors for starting your business? | | Description of the risk and the way of overcoming |
| 1 |  |  |
| 2 |  |  |
| 3 |  |  |
| 4 |  |  |
| 5 |  |  |
| 6 |  |  |
| 7 |  |  |
| 8 |  |  |
| 9 |  |  |
| 10 |  |  |

**PLACE AND DATE OF SUBMISSION OF THE BUSINESS PLAN:**

**REQUIRED ATTACHMENTS TO THE BUSINESS PLAN [[2]](#footnote-3)**

* Poster presentation
* Power point presentation

**OTHER ATTACHMENTS** (attachments that are not required but their submission might have an impact during the procedure of evaluating the business plan)

* Reports on the implementation of market research
* Letters of recommendation

1. NOTE: Entering text and data for each of these elements of a business plan is **not** limited with the size of the field or the number of pages. [↑](#footnote-ref-2)
2. Submitted subsequently, only if the business plan accomplishes to enter in the narrowly chosen circle. [↑](#footnote-ref-3)