

**GLOBAL START-UP BUSINESS PLAN COMPETITION**

**BUSINESS PLAN FORMAT**

**Entrepreneur Name(s):**

**Business Idea Name:**

**Location/Country:**

**I. Business Idea Summary (2 paragraphs)**

Detail the following components in regards to your business concept:

1. Uniqueness of your business idea
2. Viability of your business idea

*(solidity and feasibility)*

1. Relevance of your business idea

*(relevance to the market, presence of demand in the market, achievability, and others).*

1. Capability of the management

*(relevance of your skillsets and experience level)*

1. The appeal towards other lenders and investors

**II. Product & Services Summary (2 paragraphs)**

Define your product/service, demonstrating its relevance to the target market:

1. Description of the product and/or service
2. Impact on the existing market
3. The market need for your product/service (physical/emotional/financial or otherwise).

**III. Competitors Analysis Summary (2 paragraphs)**

Identify and evaluate competitors and potential threats to your business plan:

1. Description of competitors’ profiles

*(maturity level, years of existence in target market, corporate size, local vs franchise etc.)*

1. Competitive positions
   1. Price review of competitors and your suggested pricing
   2. Quality and delivery review of competitors and your product/business
2. Existing strategic opportunities

*(neglected demographic or niche, malperformance by competitors, untapped market etc.)*

**V. Target Market (1 paragraph)**

Identify and define your target customers and market segments:

* Age
* Sex
* Income level
* Education level
* Demographic *(ethnic or national segments)*
* Location *(ex. Country/City, facility visitors, town residents, transit passengers)*
* Seasonal *(ex. summer tourists, holiday shoppers)*
* Other

**VI. Marketing Plan Summary (2 paragraphs)**

Elaborate on your marketing plan and your suggested execution:

1. Promotion: nature of your marketing and promotional activities.

*(marketing message, marketing venues, emotional appeal etc.)*

1. Relevance: applicability of your marketing techniques to target market.
2. Annual and long term strategy and objectives.

**VIII. Startup Costs & Financials (next page)**

### **Sample Template: Start-up costs for [YEAR]** (*Double-click the table to enter your details*)



### **Sample Template: Profit and loss forecast** (*Double-click the table below to enter your details.*)

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