1. **Executive summary**

**Iresha**

1. **Company description**
2. **Product & services**
3. **Marketing plan**
   1. market research
   2. barriers to entry
   3. thereat and opportunity
   4. SWOT analysis
   5. Product/ service features

**Minidu & Nipun**

* 1. Target customer
  2. Key competitors
  3. Competitor data collection plan
  4. Competitor analysis
  5. How you will market your product service
  6. Promotion budget
  7. Pricing
  8. Location or proposed location

**Iresha**

* 1. Distribution channel

1. **Operational plan**
   1. production
   2. quality control
   3. location

**Chamodya**

* 1. legal environment
  2. personnel
  3. inventory
  4. suppliers

1. **Management & organization**
2. **Financial plan**

**Sasini**

1. **Marketing plan**

**\*pich deck**