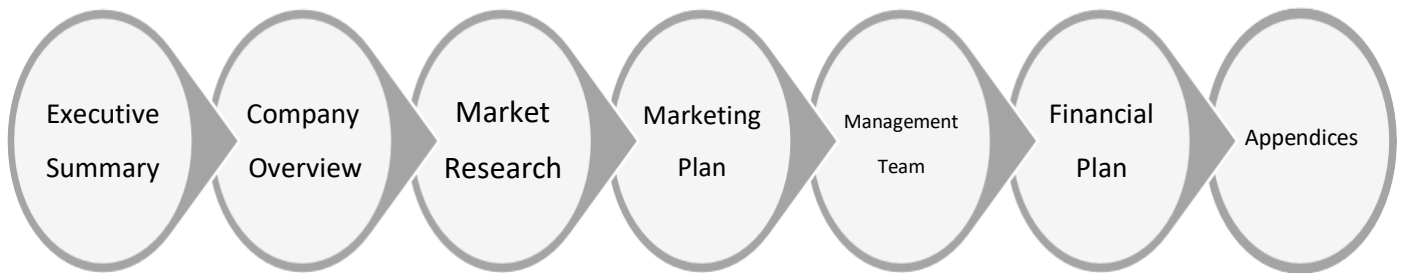


Business Plan

A business plan is a written description of your business's future. A business plan is a written document that describes in detail how a business.

What does business plan consist of?



1-Exective Summary:

The summary should address at least some the following elements of the plan:

- Concept Description.
- Opportunity.
- Product/Service.
- Value Proposition.
- Marketing Strategy.
- Management.
- Financial.

2- Company Overview:

- Introduction.
- Vision.
- Mission Statement.
- Value Proposition.
- Competitive Advantage.
- Business Model.

3-Market Research:

Sources of information:

- Primary research
 - Interviews.



- Customer surveys.
- Secondary research.
- Competitor analysis.

4-Marketing Plan:

- Segmentation.
- Target Customer Strategy.
- Positioning.
- Marketing Mix.

5- Management Team:

- Management Team.
- Boards.

6- Financial plan:

- Budget.

7-Appendices:

- Financial Statements
- Customer survey methodology and results
- Competition analysis.
- Management resumes.