
Lorem Ipsum Ltd.

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Contents

1	Summary	3
1.1	Executive Summary	3
1.2	Business Detail	3
1.3	Key Personnel	3
2	Vision	3
2.1	Business Ideas	3
2.2	Business Goals	3
2.3	What the Business Does	3
2.4	What Makes the Business Different	4
2.5	Legal Requirements	4
3	Marketing	4
3.1	Market Research	4
3.2	Profiling Customers	4
3.3	Profiling Competitors	4
3.4	Managing Marketing Risks	4
4	Pricing	4
4.1	Promotion and Advertisement	4
4.2	Running the Business	4
4.3	Staff	4
4.4	Premises	4
4.5	Suppliers	4
4.6	Equipment	4
4.7	Managing Operational Risks	4
5	Finance	4

1 Summary

1.1 Executive Summary

1.2 Business Detail

Company Name

Lorem Ipsum Ltd.

Address

42 Lorem Ipsum,
Aberystwyth,
Ceredigion,
England

Telephone Number

+44 1234 987765

The Business Will

1.3 Key Personnel

Details of Owners

Name: Alexander Brown

Position and Main Responsibilities: Lead Software Developer

Experience and Knowledge of our industry: 3 years Experience with the Java programming language including mobile application and OSGi development. 1 year Linux administration.

Previous Employment: CICS L3 Service Tooling Engineer, IBM UK.

Key Skills Brought to the Business: Software Development and Server Administration.

Academic/Professions Qualifications: Java 7 Certification.

Other Key Personnel

2 Vision

2.1 Business Ideas

2.2 Business Goals

First Year of Business

The Business in 5 Years

2.3 What the Business Does

Product/Service	Features	Benefits
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2.4 What Makes the Business Different

2.5 Legal Requirements

3 Marketing

3.1 Market Research

3.2 Profiling Customers

3.3 Profiling Competitors

Competitor Name	Strengths	Weaknesses
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3.4 Managing Marketing Risks

4 Pricing

Product/Service	Your Price(s)	Range of Competitor Prices (per unit)
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4.1 Promotion and Advertisement

4.2 Running the Business

4.3 Staff

Role	Total Cost	Necessary Experience	Specialist Skills or Experience
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4.4 Premises

	Cost (£)
Premises required at start-up:	???

4.5 Suppliers

Supplier	Product	Credit
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4.6 Equipment

4.7 Managing Operational Risks

5 Finance