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# Lorem Ipsum Ltd.

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# 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/Professional Qualifications:** Java 7 Certification.

### Other Key Personnel

**Name:** Mark Richards

**Position and Main Responsibilities:** Developer and Tester

**Experience and Knowledge of our Industry:** 5 years Software Development experience in Java, C# and Ruby.

**Previous Employment:** Lead Tester, BBC

**Key Skills Brought to the Business:** Software Testing and Architecture

**Academic/Professions Qualifications:** BSc (Hons) Computer Science, University of Kent

## 2 Vision

### 2.1 Business Ideas

Lorem Ipsum Inc. will sell mobile

### 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**