



# UNIVERSITY OF SRI JAYEWARDENEPURA

## Faculty of Technology

### ENTREPRENEURSHIP AND SMALL BUSINESS MANAGEMENT

### ASSIGNMENT

#### Instructions:

- Write your summary business plan according to the format given in page No: 2 & 3.
- You required to email your Comprehensive Business Plan **on or before 11<sup>th</sup> January 2025** to the following email address: [esmallbusiness2023@gmail.com](mailto:esmallbusiness2023@gmail.com)
- Please use **Microsoft Word format** to write your Business Plan
- Do not upload your answers to the LMS
- You can use **maximum of 15 pages** to write your comprehensive business plan.
- If you have any difficulties at the time of writing the business plan, contact lecturer (Mobile No: 0773777055)

# Comprehensive Business Plan

## 1. Executive summary:

- I. The executive summary is a short overview of the entire business plan
- II. It provides a busy reader with everything that needs to be known about the new venture's distinctive nature.
- III. An executive summary shouldn't exceed two single-space pages.

## 2. Company description:

- I. Company history.
- II. Vision, Mission statement, Goals, Objectives, Strategies
- III. Products and services.
- IV. Current status.
- V. Legal status and ownership (Sole proprietorship/ Partnership/ limited liability or etc.)
- VI. Key partnerships (if any)

## 3. Industry analysis:

- I. Industry size, growth rate, and sales projections.
- II. Industry structure.
- III. Nature of participants.
- IV. Key success factors.
- V. Industry trends.
- VI. Long-term prospects

## 4. Market analysis:

- I. Market segmentation and target market selection.
- II. Buyer behavior.
- III. Competitor analysis

## 5. Marketing plan:

- I. Overall marketing strategy.
- II. Product, price, place, promotions, and distribution

## 6. Management team and company structure:

- I. Board of directors.
- II. Board of advisers.
- III. Company structure

## 7. Operations plan:

- I. General approach to operations.
- II. Business location.
- III. Facilities and equipment

**8. Product design and development plan:**

- I. Development status and tasks.
- II. Challenges and risks.
- III. Intellectual property

**9. Financial projections:**

- I. Sources and uses of funds statement.
- II. Assumptions sheet.
- III. Pro forma income statements.
- IV. Pro forma balance sheets.
- V. Pro forma cash flows.
- VI. Ratio analysis (Mainly AAR, NPV and Payback period also some other investment appraisal ratios)