

## **Unit 2: Business Plan for a New Venture-Introduction**

- ❑ Defining the Business plan**
- ❑ Scope and Value of the Business plan**
- ❑ Writing the Business plan**
- ❑ The Marketing plan**
  - Marketing Research for a New Venture**
  - Characteristics of a Marketing plan**
  - Steps in preparing a marketing plan**

# ❑ Meaning and Concept of Business Plan

- A business plan is a **written statement** regarding what **the entrepreneur** is going to do.
- It **provides road map** to the future by making **entrepreneurs and business owners** think **through their strategies**, evaluate their business's limitations and avoid a variety of mistakes.

**It is guided by several questions:**

- Where are we now?
- Where do we want to be?
- How are we going to get there?
- Who will help to achieve organizational goal?
- What type of work we will do ?



# □ Defining the Business plan

- **According to Robert D. Hisrich and Michel P. Peters**, “The business plan is a written document prepared by the entrepreneur that describes all the relevant external and internal elements involved in starting a new venture.”
- **According to David H. Holt**, “We define a business plan as a comprehensive set of guidelines for a new venture.”

# □ Characteristics of Business Plan

- Objective
- Complete and Integrated
- Clear
- Logical and Simple
- Flexible
- unique
- Inspiring



## □ Value/Significance/Benefits/Merits of the Business Plan

- Provide Guidelines
- Risk Management
- Communication
- Attract Investors
- Implementation
- Goal Focus
- Efficient control system
- Effective strategy for growth
- Future financial needs
- Attract investors and
- Provide lenders
- Convenience stakeholders



# □ Scope of the Business plan

- Owner
- Investor
- Supplier
- Customer
- Communities
- Creditors
- Employees
- Government Institution
- Financial Institution
- Social Institution



# □ Writing the Business plan

Business plans contain a number of specific elements as well as certain general characteristics.

The elements may vary as per the nature of the business.

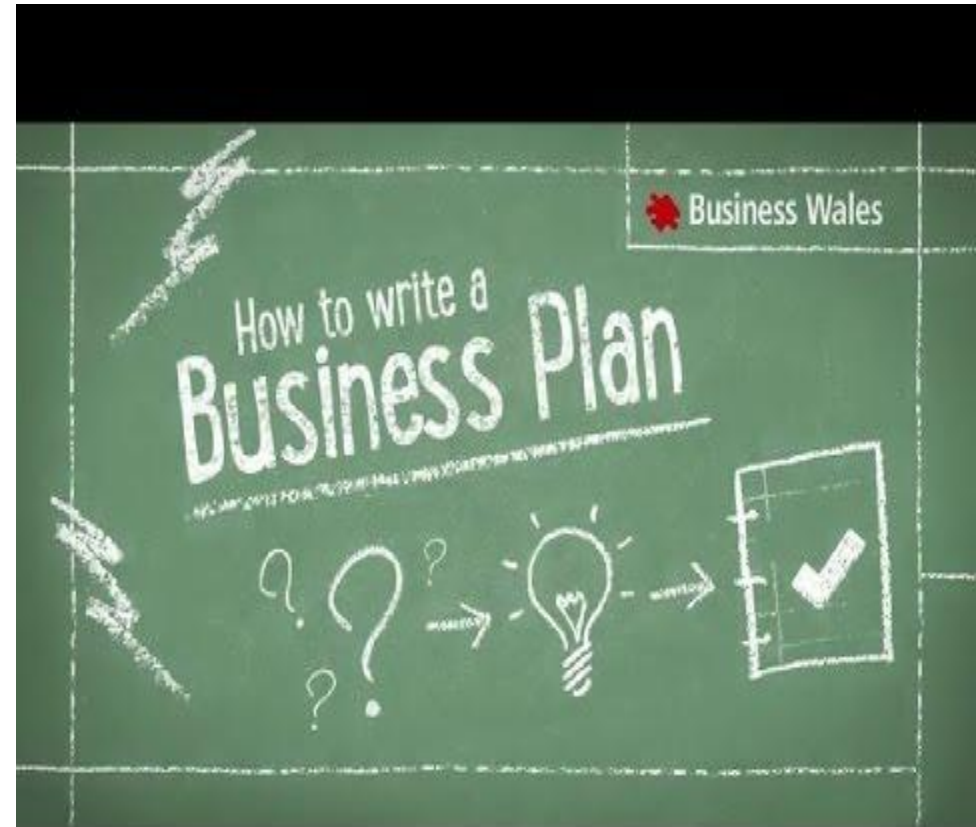
The successful business plan should include the following elements:-

- **Executive Summary/Abstract**
- **Business Description**
- **Market Analysis**
- **Developing and Production Aspect**
- **Marketing Aspect**
- **Financial Aspect**
- **Organization and Management Aspect**
- **Ownership**
- **Critical Risks**
- **Summary and Conclusion**
- **Scheduling and Milestones**
- **Appendix**



# □ Guidelines for Preparation and Presenting of Business Plan/Characteristics of effective business plan

- **Simple and Short**
- **Organize properly**
- **Future-oriented**
- **Focus**
- **Target market**
- **Capture interest**
- **Effective team**
- **Use of expert**
- **Critical risks**
- **Appearance of report**





# □ The Marketing plan

**According to Phillip Kotler,** “The marketing planning is the central instrument for directing and coordinating marketing effort.”

**According to American Marketing Association,**  
“Marketing planning is the work of setting up objectives for marketing activity and of determining and scheduling the steps necessary to achieve such objectives.”



# ❑ Characteristics of a Marketing plan

- Marketing objectives
- Marketing Mix Activities
- Specific and Flexible
- Continuous Process
- Teamwork
- Short term marketing Program
- Future Oriented
- Goal, Objective and target oriented

## MARKETING PLAN

Enter your sub headline here



# □ Importance of a Marketing plan

- Identify emerging opportunity
- Minimize risks and uncertainty
- Face competition effectively
- Meet technological changes
- Achieve goals
- Facilities control



# □ Steps in Preparing a Marketing Plan

- **Step 1** Executive Summary
- **Step 2** Defining the Business Situation (SWOT)
- **Step 3** Defining Target Market
- **Step 4** Establishing Goals and Objectives
- **Step 5** Defining Marketing Strategy and Action Program
- **Step 6** Coordination of the Planning Process
- **Step 7** Designing Responsibility for Implementation
- **Step 8** Budgeting the Marketing Strategy
- **Step 9** Implementation of the Marketing Plan
- **Step 10** Monitoring Progress of Marketing Actions

# Marketing Research for a New Venture

- Marketing research means search again and again at market area.
- It is very important function of marketing.
- It is related with marketing mix (7Ps)
- It is the process of gathering of information about a particular market, followed by analysis of that information.

# Process of Marketing Research Plan

- **Step 1** Defining the purpose or objectives
- **Step 2** Gathering data
- **Step 3** Analyzing the data
- **Step 4** Interpreting the Result

*Thank  
you*



G.K. GUPTA, IT ENTREPRENEURSHIP AND  
SUPPLY CHAIN MANAGEMENT