KOSGEB Business Plan Preparation

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# KOSGEB Business Plan Preparation

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## Business Plan Example



## **Step 1: What is the KOSGEB Business Plan and Why is it Necessary?**

* **What is it?**: The business plan required for KOSGEB applications is a comprehensive document that shows your business goals and how you will achieve them.
* **Why is it Necessary?**: You must have a business plan to demonstrate your businessâ€™s financial soundness and present your plans to investors and KOSGEB.

#### **Example:**

* “Y GÄ±da Ltd. aims to become a snack brand distributing nationwide in Turkey by applying to KOSGEB support programs in 2024.”



## **Step 2: Executive Summary**

* **What is it?**: The top-level summary of your business plan briefly describes your business and objectives.
* **What Should it Include?**: The companyâ€™s core values, the product/service you offer, your target audience, and market opportunities.

#### **Example:**

* “X Electronics is a company that produces electronic devices with domestic production in Turkey. We aim to double our production capacity in 2024 with KOSGEB support.”



## **Step 3: Target Audience and Market Analysis**

* **What is it?**: Identify who your product/service is for and your position in the market.
* **What Should it Include?**: Who are your customers, how big is the market, and who are your competitors? KOSGEB will want to see details in this area.

#### **Example:**

* “Our target audience is technology enthusiasts aged 18-40. There are strong competitors like Z Electronics in the Turkish market, but we plan to differentiate by leveraging our domestic production advantage.”



## **Step 4: Product or Service Description**

* **What is it?**: The description of the product or service you are offering is crucial in the KOSGEB business plan.
* **What Should it Include?**: How your product/service solves customer problems and how it differs from competitors.

#### **Example:**

* “Our product is durable electronic devices produced entirely with local materials. It is more affordable and long-lasting compared to our competitors.”



## **Step 5: KOSGEB-Supported Marketing Strategy**

* **What is it?**: Detail your market entry strategy and how your sales channels will operate.
* **What Should it Include?**: Digital marketing, social media, advertising campaigns, sales channels, and how KOSGEB will be utilized.

#### **Example:**

* “We will run advertising campaigns on Instagram and Facebook to promote our product. We will also benefit from KOSGEB’s digital marketing support.”



## **Step 6: Production and Logistics Plan**

* **What is it?**: Another critical aspect that KOSGEB will pay attention to is your business’s production and distribution processes.
* **What Should it Include?**: Production processes, inventory management, logistics, and supply chain planning.

#### **Example:**

* “Production will take place in our factory in Izmir, and the products will be distributed across Turkey via contracted cargo companies. We will expand our machine park using KOSGEBâ€™s equipment support.”



## **Step 7: Financial Plan and KOSGEB Support**

* **What is it?**: This part of your business plan should detail how you will use KOSGEBâ€™s support and your financial projections.
* **What Should it Include?**: Revenue projections, costs, KOSGEB support, capital requirements.

#### **Example:**

* “We plan an investment of 500,000 TL for 2024. With the 100,000 TL grant support from KOSGEB, we aim to expand our production facility.”



## **Step 8: Risks and Solution Strategies**

* **What is it?**: Every business faces potential risks, and KOSGEB wants to know how you will mitigate these risks.
* **What Should it Include?**: Market, financial, and operational risks, along with proposed solutions.

#### **Example:**

* “An increase in raw material prices may raise production costs. We will negotiate with alternative suppliers to minimize cost increases.”



## **Step 9: Business Timeline for KOSGEB (with Gantt Chart)**

* **What is it?**: You must organize every step of your business chronologically.
* **What Should it Include?**: Start and end dates for each step, important documents to be submitted to KOSGEB, and milestones.

#### **Example:**

* “Production will start in March 2024, and the first products will be available for sale in June 2024. KOSGEB reports will be submitted regularly every 3 months.”



## **Step 10: Short and Long-Term Goals**

* **What is it?**: You need to clearly and strategically communicate your business goals to KOSGEB.
* **What Should it Include?**: Short-term goals (first-year sales targets), long-term goals (expansion and growth plans).

#### **Example:**

* “In the short term, we aim to reach 5,000 customers nationwide in Turkey, and in the long term, expand into the European market. We will strengthen our technology infrastructure with KOSGEB support.”



### **Conclusion:**

* Submitting a business plan to KOSGEB should be backed by a detailed and strategic roadmap. By following this business plan guide, you can make the best use of KOSGEBâ€™s support and grow your business.

## 9. Thank You!

#### Question and Answer Section



* Ask your questions about projects.
* For more information: [kosgeb.gov.tr](https://www.kosgeb.gov.tr)
* Check out the Frequently Asked Questions page
  + https://www.kosgeb.gov.tr/Web/Genel/SSS.aspx?KatID=2
* Entrepreneur Support Program
  + https://www.kosgeb.gov.tr/site/tr/genel/destekdetay/1231/girisimci-destek-programi
* You can get consultancy and support from chambers of commerce.

# From Idea to Market with KOSGEB Entrepreneur Support Program



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