**m12**

**MODULE 12 EXAMPLES OF BUSINESS AND TECHNICAL PLANS**

This module contains examples of various business plans and technical document proformas. You will realise that there is a good deal of common ground as they follow similar systems of planning. The aim is to give you a clear understanding of the planning process in various business and technological contexts.

The examples are taken from various international sources. In each case there is material that may be useful. However, remember that, unlike these examples, your eCommerce Project will consist of a mixture of technical implementation and business and financial information. It is expected that there will be at least 20% effort in terms of marketing and finance in each technical project and 20% each of technical and finance in each marketing project.

Please use these examples, flexibly. Be selective and use your own imagination. Remember to adhere to any structure your institution may have given you.

|  |  |  |  |
| --- | --- | --- | --- |
| **Source** | **Description** | **May be useful in the area of** | |
| **Business** | **Technical** |
| 1. Manchester Metropolitan University Guideline | Manchester Business Plan | ✓ |  |
| 2. Edexcel | Complete Technical project |  | ✓ |
| 3. Witeu, 1997 | Internet Strategic Plan | ✓ |  |
| 4. British Council, Delhi | Integrated Web Solution | ✓ | ✓ |
| 5. Caspar Pritchard, MMC | Computer Assisted Learning | ✓ |  |
| 6. Multimedia Marketing. | Business Plan 2003 |  | ✓ |

**MODULE 12.1 MANCHESTER BUSINESS PLAN**

We are happy to acknowledge the ownership of these notes on Business Planning belongs to Manchester Metropolitan University. We thank the University for their help.

#### What is a Business Plan?

A Business Plan is an outline of the proposed activities and aspirations of the company and what is required to facilitate the activities. The business plan should be a complete description of a business idea and include plans for the next 1-5 years. It should explain what the business will do; outline who will buy the product or services and why; include financial projection; identify and assess risks; and indicate how much money (if any) is needed. Therefore, a business plan will have to appeal to its investors. It is neither an advertising leaflet for a supposed product, nor a technical description, but a document that will form the basis of a commercial decision.

**A Good Business Plan:**

* Contains everything investor(s) need to know in order to give approval and where possible finance, if required.
* Has practical business planning, not unrealistic claims
* Has a clear and simple structure
* Is written clearly (jargon or waffle should not be used)
* Is brief and gives a clear understanding of the idea/technology that will form the basis of the spin out company.
* Is user-friendly.

**Contents of a Business Plan**

**1. Executive Summary**

The aim of an executive summary is to get the investor to read the complete business plan. Therefore, in no more than two pages, the summary should give a quick overview and provide everything that the investor(s) must know about the business plan.

**2. The proposed Business**

**3. Background**

* Describe the history of the idea
* Have there been previous attempts to exploit the idea?
* Has any other party been involved in the development of the idea?

**4. Description of the Idea**

**jhgkhkjhlhkljlkjljk**

**5. Benefits of the Idea**

* How unique is the idea?
* What are the advantages of the idea?
* How is the idea better than comparables?
* How will the idea benefit the end user/ customer? (Where possible quantify the benefits).

**6. Intellectual Property (IP)**

* What is the IP?
* How has the IP been protected and at what stage is the protection or how will the IP be protected?
* Who owns the IP?
* Will ownership of the IP be assigned to the company?
* Has a license agreement been agreed between the IP holder and any company?

**7. Operations**

* Where will the business be located?
* Describe the premises and the equivalent the equipment the business has, or will need.

**8. Target Markets**

* What is the size of the target markets quantitatively and financially?
* Is the target market growing or declining?
* What is the expected percentage gain of market share?
* Who will be the first targeted customer and when will contact be made?

**9. Marketing Plan**

* Give details of theproposed pricing strategy on the idea, product or service, which will depend on the goal, i.e. penetrate the market quickly with a low price or get the highest possible return right from the start.
* How will the idea, product or services be promoted and what are the anticipated promotion costs?
* What are the proposed selling and distribution methods and what will they cost.

**10. Risk**

* What risks might threaten the success of the business? (Technical risks, academic competition, commercial competition, management risks and market demand i.e. fad fashion etc)
* What are the risks to the University?
* What is the quantitative effect of the individual risks?
* How will these risks be dealt with, and how will their impact be minimised?
* How would the business survive a ‘worst case scenario’ within a 12 month time frame?

**11. Required Investment**

* What existing or future University IP will the customer need?
* What existing or future external IP will the company need?
* What cash valuation is placed on the existing IP?
* What investment (accommodation, training, cash etc) is required by the University for 2-3 years?
* Give details of grants, private investment, overdraft facilities, small firms loans and venture capital, etc, which have been obtained or applied for.
* Give details of any assets available as security.

**12. Business Projection**

What are the expected sales figures, direct costs, indirect costs (overheads), and profit margins for a ‘base case scenario’ and ‘worst case scenario’?

**13. Future Development of the Company**

* Will the company be sold to someone else?
* Will the company be bought out?

**14. Background of the Team**

* Give the names of the individuals involved and state whether full time or part-time members of staff or persons not employed by the University.
* Has the team worked together before?
* What are the experiences and skills of the team?
* What experiences and skills does the team lack?
* Has the team a common goal?
* What are the proposed role/responsibility for the individual’s members?

**15. Proposed Equity Split between shareholders**

**16. Proposed agreement upon disposal or changing of shares**

**MODULE 12.2 COMPLETE TECHNICAL PROJECT**

**1. Project Selection**

Identification of need

**2. Research and Review Of Ideas**

* Publication review (journals)
* Feasibility report
* Statement of the problem
* Constraints
* Summary of important findings and recommendations]
* Alternative solutions
* Selection criteria
* Summary system description
* Outline risks
* Legal ramifications

**3. Project Plan**

* Outline project proposal
* Outline project plan
* Proposed marketing profile
* Proposed milestones

**4. Project Approval**

* Approval for project
* Agreement on marketing profile
* Agreement on Milestones

**5. Market Research**

* Information gathering
* Information analysis
* Conclusions

**6. Financial**

* Procurement costs
* Hardware
* Capital
* Start up costs
* Operating system software
* Personnel
* Disruption to organisation
* Project related costs
* Application software
* Staffing
* Training
* Data Collection
* Documentation
* Modification to existing software
* Ongoing costs
* System maintenance
* Rental
* Depreciation on hardware
* Staffing
* Cost benefit analysis for proposed product

**7. Technical**

Alternative technical approaches together with advantages and disadvantages Choice of implementation mechanism (e.g. programming language, database with ASP) with justification.

Evaluation of technical risk.

**8. System Specification**

* Introduction including scope of the project.
* Description of each system function in terms of:
* Functional narrative
* Description of input information
* Tasks to be performed
* Resultant information
* Interface data
* Hardware requirements
* Software requirements
* Constraints
* Schedule

**9. Technical Documentation**

* Design
* Data design
* Human Computer Interface design
* Program design
* Implementation
* Source code listing, suitably identified
* Verification
* Testing Strategy (including unit, link and system testing)
* Detailed test plan (including white and black box tests)

**10. User Documentation**

* Installation
* User Instructions
* Troubleshooting
* Security Procedures

**11. Maintenance and Quality**

**12. Presentation**

* Description of project
* Demonstration of product

**13. Evaluation**

* Product
* Project
* Personal skills

**MODULE 12.3 THE INTERNET STRATEGIC PLAN**

A step by step guide to connecting to your company is given by Schulman and Smith in the book – ‘The Internet Strategic Plan’ (1997) published by Wiley. Their 16 step approach is given below:

**1.** **DECIDE TO CONNECT:** *Obtaining corporate buy-in*

**2. EDUCATE EMPLOYEES:** *Bringing employees in the loop*

**3. IDENTIFY RESOURCES:** *Who will do that, and where to find them?*

**4. DEFINE POLICY:** *Who uses it and how?*

**5. DETERMINE REQUIREMENTS:** *What are your goals and needs?*

**6. ARCHITECT SYSTEM:** *How do you determine the equipment, software and telephony needs?*

**7. ESTIMATE COSTS:** *How much money will it cost to continue?*

**8. DESIGN AND ACQUIRE NETWORK:** *What are the options?*

**9. INSTALL AND TEST NETWORK:** *Did you get paid what you paid for?*

**10. DESIGN AND ACQUIRE CLIENTS AND SERVERS:** *What are the options?*

**11. INSTALL AND TEST CLIENTS AND SERVERS:** *What to look for, what to avoid?*

**12. GENERATE CONTENT:** *A process for electronic publishing.*

**13. TURN OVER TO OPERATIONS:** *Making sure your system delivers*

*consistently and reliably.*

**14. MARKET YOUR PRESENCE:** *Getting out the word about what you are selling.*

**15. REVIEW PERFORMANCE:** *Did the project work? If not, what failed?*

**16. PLAN PHASE II:** *Your next steps onto the internet.*

**12.4 PROJECT TO DEVELOP AN INTEGRATED WEB SOLUTION**

**Example of a Business Plan and Technical Documentation Format.**

**1. Introduction**………………………………………………………………...

1.1Purpose and scope…………………………………………………………...

1.2 Acronyms………………………………………………………………………

1.3 References…………………………………………………………………….

**2. Executive Summary**…………………………………………………………

2.1 Topic of the project……………………………………………………………

2.2 Marketing……………………………………………………………………....

2.3 Revenue Potential………………………………………………………….…

2.4 Financial requirements……………………………………………………….

2.5 Means of Finance……………………………………………………………..

2.6 Scope of Expansion…………………………………………………………..

**3. The Idea**……………………………………………………………………….

**4. Project Management**………………………………………………………..

4.1 Project organisational structure……………………………………………..

4.2 Staffing………………3m………………………………………………………....

**5 Marketing**……………………………………………………………………...

5.1 Market Research……………………………………………………………...

5.2 Segmentation, targeting, positioning………………………………………..

5.3 Branding…………………………………………………………………….….

5.4 Routes to Market……………………………………………………………...

5.5 Marketing Plan………………………………………………………………..

**6. Integrated Web Solution**……………………………………………………

6.1 Scope Of work………………………………………………………………..

6.1.1 Brief on e-commerce web site………………………………………………

6.1.2 Web hosting……………………………………………………………………

6.1.3 Staff training – if required, depending on idea……………………………..

6.2 Technical approach…………………………………………………………..

6.2.1 Block diagram…………………………………………………………………

6.2.2 Functional diagram: An Outline……………………………………………..

6.2.3 Screen wise functionality……………………………………………………..

6.2.4 Development environment…………………………………………………...

6.3 Software Development Process……………………………………………..

6.3.1 Waterfall model………………………………………………………………..

6.4 Testing………………………………………………………………………….

6.4.1 Acceptance of test plan………………………………………………………

6.5 Commercials…………………………………………………………………..

6.5.1 Milestones and schedule……………………………………………………..

6.5.2 Pricing structure……………………………………………………………….

6.5.3 Effort estimation……………………………………………………………….

**7. Finances**………………………………………………………………………

7.1 Initial Capital Requirement…………………………………………………...

7.2 Means of Finance……………………………………………………………..

7.3 Profit and Loss Statement – Can be the part of Final Business Solution .

7.3.1 Revenues………………………………………………………………………

7.3.2 Expenditures………………………………………………………………….

7.4 Cash flow statement – Can be the part of Final Business Solution……..

7.5 Balance Sheet – Can be the part of Final Business Solution……………

7.6 Financial Analysis…………………………………………………………….

7.7 Financial Assumptions……………………………………………………….

**12.5 COMPUTER ASSISTED LEARNING PROJECT**

**1. Abstract**………………………………………………………………………………………..

**2. Introduction**……………………………………………………………….…………………..

**3. Computer Aided Learning**………………………………………………………………….

**3.1 Introduction**…………………………………………………………………………………...

3.2 What is CAL?…………………………………………………………………………………..

3.3 The existence of CAL…………………………………………………………………………

3.4CAL types………………………………………………………………………………………

3.4.1 Linearly…………………………………………………………………………………………

3.4.2 Branching………………………………………………………………………………………

3.5 What constitutes a good CAL package……………………………………………………..

3.6 Guidelines of creating a good CAL package………………………………………………

3.7 Structured framework delivery……………………………………………………………….

3.8 Advantages of using CAL…………………………………………………………………….

3.9 Disadvantages of the use of CAL……………………………………………………………

**4. Methodology**…………………………………………………………………………………..

4.1 Introduction……………………………………………………………………………………..

4.2 The Waterfall Methodology…………………………………………………………………...

4.2.1 Problem definition/Concept Exploration…………………………………………………….

4.2.2 Requirements Analysis/ Specification Production………………………………………….

4.2.3 Research/ Literature Survey………………………………………………………………….

4.2.4 Design Prototyping…………………………………………………………………………….

4.2.5 Implementation/ Component Testing………………………………………………………..

4.2.6 Final Testing……………………………………………………………………………………

4.2.7 Release/ Maintenance………………………………………………………………………...

4.3 Alternative Methodologies…………………………………………………………………….

4.3.1 Joint Application Design (JAD)……………………………………………………………….

4.3.2 Ad-hoc…………………………………………………………………………………………..

4.3.3 Gantt Chart……………………………………………………………………………………..

**5 PearlPace.Com: The Framework**………………………………………………………..

5.1 Introduction……………………………………………………………………………………..

5.2 Visitor Capture…………………………………………………………………………………

5.2.1 Homepage……………………………………………………………………………………..

5.2.2 Sign up………………………………………………………………………………………….

5.2.3 About this site………………………………………………………………………………….

5.2.4 Contact PearlPace.Com………………………………………………………………………

5.2.5 Feedback……………………………………………………………………………………….

5.2.6 Latest News…………………………………………………………………………………….

5.2.7 Send to a Friend……………………………………………………………………………….

5.2.8 Disclaimer………………………………………………………………………………………

5.2.9 Privacy Notice………………………………………………………………………………….

5.3 Course Management and Delivery…………………………………………………………..

5.3.1 Course Manager……………………………………………………………………………….

5.3.2 Course Delivery………………………………………………………………………………..

5.4 Content Development…………………………………………………………………………

#### 6 PearlPace.Com: The Design……………………………………………………………….

6.1 Introduction…………………………………………………………………………………….

6.2 Navigation Options…………………………………………………………………………….

6.3 Colour Schemes………………………………………………………………………………

6.4 Screen Resolutions……………………………………………………………………………

6.5 Internet Browsers……………………………………………………………………………...

6.6 Design Guideleines……………………………………………………………………………

6.7 Database Connectivity………………………………………………………………………..

**7 Testing and Evaluation**……………………………………………………………………..

7.1 Introduction…………………………………………………………………………………….

7.2 Pre-release testing…………………………………………………………………………….

7.2.1 Alpha Testing…………………………………………………………………………………..

7.2.2 Beta Testing……………………………………………………………………………………

7.3 Post-release Usability Evaluation……………………………………………………………

7.3.1 Design Specification Evaluation……………………………………………………………..

7.3.2 End-User Usability Evaluation………………………………………………………………..

#### 8 Conclusion…………………………………………………………………………………….

**9 References**…………………………………………………………………………………….

**10 Bibliography**………………………………………………………………………………….

**MODULE 12.6 MULTIMEDIA MARKETING.COM BUSINESS PLAN 2002**

Multimedia Marketing.Com is a spin off company from two British Universities. Its mission is to be the World’s best supplier of online marketing education and training solutions. The content page is taken directly from its 2003 plan.

##### CONTENTS

1. Purposes and Structure of the plan

2. Summary of Business Objectives

3. Marketing

4. Outline Marketing Plan

5. Technology Development Plan

6. Organisation and People Plan

7. Financial Plan

8. Plan to Reach Vision in 2003

9. Review of Six Themes

##### APPENDICES

1. Business Background

2. Market Research

3. Competitive Research

4. University Research

5. Corporate University