Project Instruction: Business Plan for a Start-Up Business

As part of the EBS 405 (Fundamentals of Business Administration) course, you are required to develop a comprehensive business plan for a start-up business of your choice. This project will help you apply the fundamental principles of business administration in a real-world context, giving you practical experience in business planning and decision-making.

# Guidelines for the Business Plan:

Your business plan should include the following sections:

## 1. Executive Summary (Max 1 page)

Briefly summarize your business, including:

* - Business concept
* - Products or services
* - Target customers
* - Business location
* - Funding needs and timeline

## 2. Company Description

Explain the business you are in and the products or services you offer.

Include details about the founding team (background, experience).

State the mission, vision, and core values of the business.

## 3. Products/Services

Provide a detailed description of your products or services.

Highlight your unique value proposition: why customers will choose your business over competitors.

If applicable, explain the status of product development (e.g., prototypes, beta testing).

## 4. Market Analysis

Analyze the size and growth prospects of your target market.

Assess the competitive landscape, identifying major competitors.

Describe your target customer demographics, profiles, and buying behaviors.

Outline your marketing and sales strategy, including how you will reach your customers.

## 5. Operations Plan

Explain your supply chain and fulfillment process.

Detail production requirements and capacity.

Discuss location, facilities, and equipment needs.

Identify any regulatory issues your business might face.

## 6. Management Team

Provide detailed profiles of the founding team members and key advisors.

Clarify each person’s roles and responsibilities in the business.

Include resumes of key managers if available.

## 7. Financial Plan

State the startup capital requirements and the funds needed to break even.

Provide a 1-3 year financial projection, including monthly operating expenses and revenue.

List important assumptions that underpin your financial projections.

Discuss your exit strategy and projected returns.

## 8. Funding Request

Clearly specify the amount of funding you are requesting.

Break down how the funds will be used and set milestones for receiving them.

Indicate the form of funding (equity, debt, etc.) and expected returns.

Provide a deadline for securing the requested funds.

## 9. Risk Analysis

Identify potential pitfalls, worst-case scenarios, and contingency plans.

Address risks related to competition, regulation, and operations.

## 10. Appendices

Include any supporting documents, such as product images, market research, or financial statements.

# Submission Details:

Format: The business plan must be typed, well-organized, and free of errors.

Length: 12-20 pages, excluding appendices.

Deadline: W9