Date: 27 September 2016

To: Mgmt 333 Students

From: Dr. Vlajcic

**Subject: Instructions for Business Plan Project**

Please write a plan for a new business of your own choosing. The plan should be approximately ten pages, and will be due on Wednesday, 16 November. Briefly, the purpose is to write a clear plan, which is usually meant to attract investors. But it is also a guide to help you understand all aspects of your new enterprise. Most of all, this project is designed to give you an opportunity to make important *decisions*—the job that is universal to all managers.

Your first job will be to come up with an idea for an organization (either for-profit or not-for-profit). The choice is *entirely* yours, but you should all agree on the type of organization and its mission. Each team has four members, so you will have to collaborate and cooperate. Once you have decided on your intended organization, follow the outline (see below) to produce a clear, coherent plan. We will discuss the individual parts of the plan in detail in class.

*Important Dates*

10 October: Each team please is asked to submit a memo that includes:

1. Your team number and the name of your new organization
2. The type of organization
3. The basic product or service to be offered
4. The company’s mission statement

16 November: The Business Plan is due. Please turn in one hard copy in class and one electronic copy on Blackboard.

*Grading*

As stated in the syllabus, the project will be worth 100 points. Assuming that all members of the team do their fair share of the work, everyone will receive the same grade on the finished plan. *Nota bene:* I will ask you to provide written evaluations of your team members, and I reserve the right to adjust grades (even to zero) if I am not completely satisfied that everyone has done their fair share.

*Teams*

A list of all teams, each with a list of its individual members, is on Blackboard. To find your team on Blackboard, click the link to “Teams” on the left side of the screen, at the bottom of the course menu. That will take you to your team number and a list of all members. During the course of the semester, I may also appear as a team member, but I will only be there as a monitor.

You can use Blackboard to post notes, exchange ideas, have real-time on-line conversations, send e-mails, and share drafts of your project. The idea is to make it possible for you to work together even if you are not always able to meet face-to-face. Go to Blackboard to test out the various methods for communicating and sharing between team members. I have enabled all Blackboard communication functions:

● Group Discussion Board

● Group Virtual Classroom

● Group File Exchange

● Group E-mail

● Collaboration

● Group Blog

● Group Journal

● Group Wiki

I hope to give you some time during or at the end of class on 28 September to meet and begin your planning, so bring your list of team members. You will have to get yourselves organized and divide up the work. There will be research to do, and the various sections of the plan will have to be written, edited for coherence and consistent style, and assembled. See the next page for a basic outline of the business plan.

**IN THE MEANTIME, FIND YOUR TEAM ON BLACKBOARD AND PRINT OUT A LIST OF YOUR TEAM MEMBERS. PLEASE BRING YOUR LIST WITH YOU TO CLASS ON WEDNESDAY, 28 September.**

**Basic Outline of the Business Plan**

Cover Page

Table of contents

Executive summary

Mission Statement: describe the business idea and briefly explains why it will succeed.

Company description:

● Form (proprietorship, partnership, or corporation)

● Business type (merchandising, manufacturing, service)

● Product/Service description: describe what you offer, how it benefits customers, why it is better than competition, and growth potential

Market analysis:

● Characteristics

● Trends

● Growth potential

● Customer behavior

● Complementary products/services

● Potential barriers

● Marketing plan: how you will attract, hold, and increase your market share.

Operations and Management: How you will run the business, including

● Location,

● Equipment,

● Personnel

● Management. Highlight experience and training.

Financial analysis: Outline realistic budget. Include anticipated expenses and revenues for the first three years. Expenses can be estimated from research on existing similar organizations. Anticipated revenues can be estimated, perhaps by borrowing figures from an existing organization of similar type and size; the main thing I will be looking for is that you understand the principle of having a budget projection.

Appendix: managers’ résumés; other materials may be included if necessary.

For a more detailed outline of possible contents, see “Business Plan Overview,” which is posted on Blackboard, right underneath these instructions in “Assessments.”