

Business Plan - Writing Guideline

Executive Summary – to be written last. Refer to lecture notes what to be included.

Introduction to the company – justify, elaborate and explain EACH part.

- For example, who are the markets? Why do u view this “groups” as your target market? **Any statistics or statements to support your elaborations.**
- Revenue model – **Describe HOW** the company.....
- Operation Setup – **Describe and elaborate** the extend
- Long Term Goals – Should have more than one. The important point is “**Where does management see the company heading?**”
- Market and Competitors – Who are the competitors? **Direct and indirect competitors.** Perform **competitor’s analysis.** Refer to lecture for others information to be included based on different business sectors.
- **Business Model & Description – This part itself is independent assessment. Pay attention on this part.**

Employment f knowledge workers

- For **EACH of the management team**, suggest to **identify their skills, expertise or knowledge area which is IMPORTANT / RELEVANT / SUPPORTING** the business idea.
- Human Resource Plan is to justify the three years projected human resource plan; **not to impress and make the human resource plan looks good**

Product or Service Development

- Section 4.1 is the key section, **in-depth analysis and writing is advised.**
- For the section of Benefits & Customer Value, look from the viewpoint of **how does your business idea help/assist/benefit the customers from different perspectives.** **Without this:** what would happen? How inconvenient it would be? Where can the customer find alternative solution? How does it impact customer routine, day-to-day life?

Marketing Program

- This section takes up **20% of the entire weightage.**
- This section **closely related to the business model and revenue model**, which has been discussed in the earlier section.
- I **STRONGLY** suggest students to use the guideline from **lecture notes when writing this section.**
- The lecture note discuss and analyse various perspective of customer segments. Each customer segments are unique and hence the marketing program is **UNIQUE** too. **Avoid** using the term “using internet marketing”, “perform road show” etc **WITHOUT further elaboration and explanation.** Road show itself has many ways of executing as the term “Road Show” is general but the way of executing it may differ. Hence, a **detail elaboration and analysis is needed.**