

2 Business-plan structure

Definition and objectives

Business plan is a document where the goals, tasks and main directions of the company's development are stated in writing

Objectives:

- Internal (to convince oneself, the tool of motivation and orientation of a management of the company)
- External (obtaining a bank loan or investment, creating strategic alliances, obtaining a large contract)

Goals of business plan. Example

A. What I want to achieve through:

- one year
- five years
- ten years

Short-term goal for 1 year _____

How this goal will achieve the desired _____

How is it supposed to reach the goal for 1/5/10 years?

Kind of activity

Required resources

Time Boundaries

How is it supposed to control achievements?

What problems and barriers can be predicted?

- Personal
- Encirclement

BUSINESS PLAN COMPONENTS

(<https://www.sba.gov/writing-business-plan>)

Business plan - road map for 3-5 years to increase the company's income:

- [Executive Summary](#)
- [Company Description](#)
- [Market Analysis](#)
- [Organization & Management](#)
- [Service or Product Line](#)
- [Marketing & Sales](#)
- [Funding Request](#)
- [Financial Projections](#)
- [How to Make Your Business Plan Stand Out](#)
- [Appendix](#)

BUSINESS PLAN COMPONENTS (WB)

- **Title page** (company name, time period, responsible persons, their position, postal address, full telephone number and fax number, date of compilation)
- **Resume** (create interest of the reader, indicate the goals and objectives of the plan, outline the main provisions of the plan, especially the terms of payment for the loan, information on the return on invested capital)
- **Dossier of the company** (name and address, list of registration documents and licenses, list of shareholders and their share (%) of participation in the company's capital, brief history of the company, current position of the company)

BUSINESS PLAN COMPONENTS (WB) - 2

- **Marketing plan** (what and how is going on the market: identification and specification of the client, determining the client's needs and desires, ways of meeting them)
- **Plan of organization and management** (organization and subordination of the company's personnel)
- **Plan of production** (description of buildings and resources for the company's activities)
- **Financial plan** (project cost, loan requirement, sales forecast, profit and loss statement, cash flow (cash flow), "breakeven point", risks and measures to prevent them)

STRUCTURE OF THE BUSINESS UNIDO // [HTTP://BIZPLAN- UZ.COM/USEFUL_INFO/SAMPLES_BIZPLAN/570/](http://bizplan-uz.com/useful_info/samples_bizplan/570/)

1. Front page
2. Memorandum on Privacy
3. Summary
4. Description of industry and enterprise
5. Description of goods and services
6. Marketing and sales of products and services
7. Production plan
8. Organizational structure and management
9. Financial plan
10. Orientation and economic efficiency of the project
11. Risks and guarantees
12. Applications

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