**1. Getting started**

**Whose plan is this?**

Business name:

Company owners’ names:

Owners’ responsibilities (what each person is responsible for):

|  |  |
| --- | --- |
| **Position/Who?** | **Responsibility** |
| president (= group leader) |  |
| vice- president |  |
| Press |  |
| Press |  |
| Minutes |  |
| ChemSketch |  |
| ChemSketch |  |

**2. Summary**

Business summary (a brief description of what your business will do):

Business aims (what does your business aim to achieve?):

Elevator Pitch

If you found yourself in a lift with Bill Gates, what would you tell him about your business? Remember, he has lots of money he might want to invest, so it’s important to impress him!

Vision Statement (What is the perfect end goal, e.g. product? The elevator pitch can help you to define your goal.)

**3. Products and services**

What are you going to sell?

a product

a service

both

Describe the basic product/service you are going to sell:

Additional information:

**4. The market**

Are your customers:

individuals

businesses

both?

Describe your typical customer:

Where are your customers based?

What makes your customers buy your product/service?

Additional information:

**5. Market research**

Go online and look for information concerning your product (material, shape, possible target group, customer awareness, materials that you can use, promotion techniques, etc.)

Key findings from internet research:

Key findings from field research – customer questionnaires: develop a questionnaire about customer awareness regarding bioplastic food packaging in general and regarding the bioplastic product of your group. Find 6 questions!

Questionnaire:

**TO BE COMPLETED IN ROMANIA!!**

**6. Marketing strategy**

|  |  |  |
| --- | --- | --- |
| How are you going to advertise your product? | Why have you chosen this marketing method? | How much will it cost? |
|  |  |  |
| TOTAL COST |  |  |

Competitor analysis (who are your competitors?):

Table of competitors

| Name, location  and business size | Product/service | Price | Strengths | Weaknesses |
| --- | --- | --- | --- | --- |
|  |  |  |  |  |

**7. SWOT analysis of your own product**

|  |  |
| --- | --- |
| Strengths | Weaknesses |
| Opportunities | Threats |

Unique Selling Point (What makes your business different and better than the rest?):

|  |
| --- |
| Unique Selling Point (USP) |

**8. Additional Back-up Plan**

Short-term plan (the first year. What do you want to achieve in the first year?):

Long-term plan (the first 2 years. What do you want to achieve during the two years time of the project?):

Plan B (What if it all goes wrong but you want to try again?):