



STEP BY STEP



BUSINESS PLAN

www.goo.gl/smgsXA

**Nothing is
impossible,
the word itself
says "I'm possible"!**

-Audrey Hepburn

LifeQuotesy.com



BUSINESS PLAN

- A business plan
- A business plan is also a „road map“



SUPPORTIVE ENVIRONMENT FOR STARTUP IDEAS

1. DEFINE YOUR BUSINESS


(vision and mission)


Main reason:

- LACK OF BUSINESS PLAN

**Education is not
preparation for life;
education is
life itself.**

John Dewey

 BrainyQuote®

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2. SET YOUR GOALS AND OBJECTIVES FOR THE BUSINESS

- “Think big”



3. DEFINE YOUR UNIQUE SELLING PROPOSITION- PROBLEMS, NEEDS, „PAINS“!!!!

- How is your product or service different from the others on the market



4. KNOW YOUR MARKET

- Competitor
- Current and future trends
- Gross turnover, profit margin



5. KNOW YOUR CUSTOMER

- **WHAT PROBLEMS THEY HAVE!!!**



6. RESEARCH THE DEMAND FOR YOUR BUSINESS

- MUST: Demand should be MORE than SUPPLY



7. SET YOUR MARKETING GOALS

- **4P(PRODUCT, PLACE, PRICE,PROMOTION)**



8. DEFINE YOUR MARKETING STRATEGY

9. TAKE ACTION

Now you know how to do a business plan and a mantra for success is in your hands.

Make the best of it!!!



*“The man who removes a mountain
begins by carrying away
small stones” — Chinese Proverb*





Thank you very much!
Please, your questions?