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Enhancement of entrepreneurship skills among women to provide gender equality and employability for citizens of Uzbekistan. (EMPOWER)

Project Number: 101129076 —
EMPOWER—ERASMUS-EDU-2023-CBHE



Training for Trainers, Varna, November 2024

From a Plan to a Business: How to Create a Proper Business Plan

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Business Plan - Structure

- Executive Summary
- General Company Description
- Secondary Market Research
- Primary Market Research
- Company Launch and Marketing Communication Strategy
- HRM Policy and Organisational Structure
- Financial Plan

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Executive Summary

- The executive summary should provide the potential investor with an appropriate overview of the business
- This will be the first element to be read and will need to make an immediate impact on your audience
- Key areas to concentrate on are:
 - A critical evaluation of the key market trends
 - Key players involved in your business
 - Financial data

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General Company Description

- This is a significant chapter as much of the company/business details will be contained here
- Key areas to concentrate on are:
 - Company overview
 - Product or service overview





Secondary Market Research

- This section presents pre-existing data which will offer insight into the macro environment of the industry with specific attention paid to key trends
- Key areas to concentrate on are:
 - Geo-demographics
 - Market trends
 - Competitor analysis
 - Industry analysis





Primary Market Research

- This chapter presents a concise description of the methods used to gather primary data
- The findings should be presented clearly and interestingly for the reader to follow
- Key areas to concentrate on are:
 - Primary research results presentation
 - Analysis of primary research questions
 - Overall analysis of research results





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Company Launch and Marketing Communication

Strategy

Marketing communication should ideally be using the data from the previous chapter and should include a basic marketing launch plan as this is the start of a new business

- Key areas to concentrate on are:
 - Company launch
 - Marketing strategy



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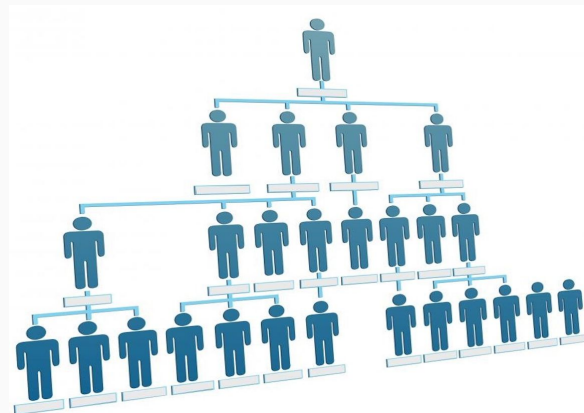


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HRM Policy and Organisational Structure

- The section should deal with the decisions which are made concerning ownership, management, employees, recruitment, staff incentives, and legislation
- Key areas to concentrate on are:
 - Legal implications
 - Organizational structure
 - HRM policy



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Financial Plan

- This final chapter should introduce costs, income, capital cost, potential equipment costs, monthly costs, and financial forecasts
- Key areas to concentrate on are:
 - Initial investment
 - Operating expenses
 - Funding strategy
 - Financial statements

Crowdfunding

Angel Investors

**Venture
Capital**

**Government
Funds**

Bank Loans



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