

Business Plan for Product-Service ABC

Executive Summary

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- _____

1. What is ABC?

Image

Description

Feedback from
Others

2. What market does it address?

Visual representation and description

Some Facts & Trends

3. Who are the competitors? What are the key differentiators?

4. What are the focus areas?

5. What are the goals and objectives?

6. What is the business model?

- Model for generating Awareness (advertising, different communication/media channels to be used, etc)
- Model for generating Revenues (incl. any client commitments or interest)
- Model for Production (sourcing, logistics, etc)

7. How will growth happen?

8. Where are the Operations located?

9. Who is the management team? Why will they be successful?

**10. What is the underlying technology, IP, etc?
Is it easy to copy?**

11. What are the growth projections & scenarios?

- Conservative scenario
- Progressive scenario
- Aggressive scenario

12. What is the proposed execution plan?

13. How is the business funded currently?

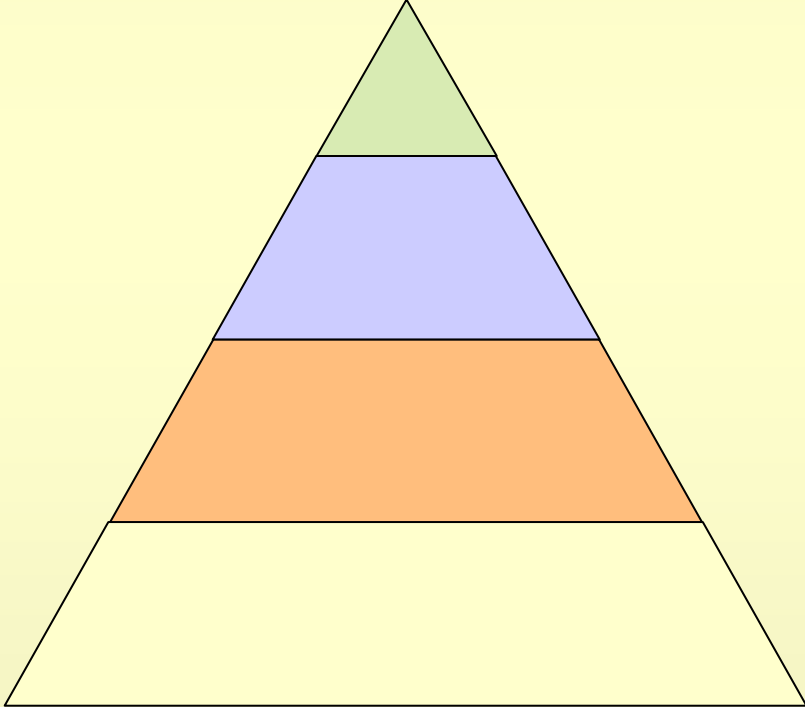
14. What are the Finance Requirements and Investment Plan?

- How much money is needed to execute the plan? And when?
- What are the expected sources of this money?
- Specifically how will that money be used?
- What is on offer, in terms of ownership in the company, for the money?

- What do you expect investors to receive in return for their capital?
- Details behind any banking facility or other forms of finance (if any).
- How do you expect investors to get their investment and return and when?
- Expectations from investors

15. What is not included by this document?

Appendix A: Market Dynamics & Potential Clients



Appendix B: Detailed Sales & Financial Projections



Appendix C: Advertising & Promotion Plans

