BUSINESS PLAN

Further information about founding a company: https://www.keuke.fi/business-consulting/founding-a-company/

**Company’s (preliminary) name:**

**BACKGROUND INFORMATION**

**Company’s basic details and contact information:**

**Sector of operation:**

**Company’s (preliminary) name:**

**Company form:**

**Address:**

**Postcode:**

**City/Town:**

**Founding year:**

**Number of employees:**

**Internet address:**

**Business ID:**

**Owners and their ownership shares in percentages:**

1. BUSINESS IDEA

***Briefly describe your business idea. Think about what you would say to an outsider when talking about your company for the first time. What is your company selling, who is the customer and how are sales conducted? If your company has separate premises, where are they located? Provide a concise, clear and specific description.***

2. own expertise

***Entrepreneurship means believing in your own expertise. What kind of educational, professional or other background do you have that can help you along your path as an entrepreneur? If your expertise is based on hobbies or other such know-how, explain in your own words why you would be able to work as an entrepreneur in the sector. Do you have previous experience as an entrepreneur, or have you completed entrepreneurship training?***

3. SWOT analysis

***A SWOT analysis allows you to analyse the success factors and risks related to your business operations.***

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| **Strengths of the entrepreneur*** **- What kind of expertise do you have?**
* **- What are you good at?**
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 | **Weaknesses of the entrepreneur*** **Are you lacking certain skills that would be crucial for running the business?**
* **How could you compensate for your weaknesses?**
* **Permits, language skills, etc.**
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| **Market opportunities*** **How is the market changing, what problem will your new company solve?**
* **Why would customers be willing to purchase the service from you specifically?**
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 | **Market threats*** **Reasons why the company would not succeed**
* **What surprising events could occur to render the idea unworkable?**
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4. PRODUCTS AND SERVICES

***Provide a general description of the products and/or services you intend to provide.***

**Products and/or services**

***Name your primary products and/or services and their price (hourly rate, contract price, etc.); describe their benefit to your customer and whether you have a special competitive edge over other operators in the sector. A competitive edge could be formed by up-to-date training, expertise, language skills, pricing or the novelty or certain characteristic of the product, etc.***

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| **Product/service 1:** |
| **Benefit of the product/service to the customer:** |
| **Competitive advantage:** |

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| **Product/service 2:** |
| **Benefit of the product/service to the customer:** |
| **Competitive advantage:** |

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| **Product/service 3:** |
| **Benefit of the product/service to the customer:** |
| **Competitive advantage:** |

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| **Product/service 4:** |
| **Benefit of the product/service to the customer:** |
| **Competitive advantage:** |

5. WHY AND TO WHOM?

***Who is the customer? Is the product/service aimed at consumers (B2C) or companies (B2B)? How do you reach your customers and who would be your ideal customer?***

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| **Customers** |
| **Customers’ purchase motives**  |
| **Customers’ purchase criteria**  |
| **Customer risks**  |

6. HOW I OPERATE

**Sales and marketing**

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| ***Specifying the customer's needs. How are sales conducted in practice? How do you reach your customer/target audience? Are you conducting market research prior to commencing operations? What kind of marketing channels/tools are you planning to use? How is marketing handled? Who creates the website and initial marketing materials? Are you intending to market on social media, and what is your company's image/brand?*** |
| **Production and logistics. *If you intend to sell wares, where do they come from and how are logistics and other such manners handled?*** |

**Distribution network**

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| **Entering the market and distribution network** |
| **Target market and target groups** |

7. OPERATING ENVIRONMENT

***Operating area***

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| **Competitors. *Who are your competitors?*** |
| **Competitive conditions. *The most important question is: how will you stand out from other operators in your sector?*** |
| **Other external parties and partners crucial for the company (e.g., subcontractors)** |
| **Risks in the operating environment. *Are you anticipating changes in the operating environment or major megatrends that could alter consumer behaviour?*** |

8. VISION

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| **Your long-term vision for the company. *Where do you see your company being in the next 3–5 years, for example?*** |
| **Describe the developmental trends and future prospects of your sector (regarding technology or competition, for example). *And does your company have any plans of becoming international in the future?*** |

9. OTHER MATTERS TO CONSIDER

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| **Permits and notifications** |
| **Insurance policies and agreements** |
| **Intellectual property rights** |
| **Entrepreneur's support network. *Do you have any mentors, entrepreneur friends, etc., in your immediate circle who can help you when needed?*** |

10. MY COMPANY

***What kind of company are you founding? What is its name and where does it come from? Have you already thought about the form of the company? What kind of domain will you reserve for your website? Do you need business premises, or have you found them already? Do you need employees? Have you already looked into choosing insurance policies and accounting firm?***

***Here you could ponder and describe in words the company’s early funding needs, what equipment needed in the operations you might already have, and what are the most important investment needs to begin business operations. Include your own estimate of how long it will take to achieve profitability in business operations.***