

Business Plan

“Writing a business plan is an opportunity to carefully think through every step of starting your business”

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This e-book was written to provide you with a broad snapshot of how to draft your business plan.

We hope you find this e-book useful as you think about your business challenges and consider strategies to meet those challenges.

Our Bizprof Exchange team is always eager to answer your questions or discuss our methodology in more detail. We have included our contact information at the conclusion of this e-book.

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Chapter 1 Introduction:

Business Planning is that the initiative towards a successful enterprise. A business plan is additionally a road map that gives directions so a business can plan its future and helps it avoid bumps within the road. The time you spend making your business plan thorough and accurate, and keeping it up-to-date, is an investment that pays big dividends within the future.

- **How the startup was founded**

Stating the reason behind your startup or a business is the very initial component for a business plan it includes the reasons for going into business one can briefly discuss the vision and future of the startup company.

- **Initial funding**

A Business plan should be clear about the Sources for initial funding required for the business for the appropriate Application of funds for various Activities.

- **USP of the product**

When you describe your product or service, make sure you explain how people use your product or service and what makes your product or service different from others available in the market. Be specific about what sets your business aside from those of your competitors.

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Chapter 2 Team:

• Management Team

The management component of your plan is designed to describe how the business functions on a continuing basis. the management team should assign the tasks to each division within the company, The Team is also responsible for capital and expense requirements related to the operations of the business as whole.

• Advisers

The best entrepreneurs use advisory boards with material experts to fill gaps of data. Advisors can effectively provide the expertise, insight, and experience that your startup team may lack. For e.ga lawyer could be brought on to help you company with legal matters.

• Mentors

Mentors are typically, close friends or the experienced persons who help you grow as an individual; they genuinely want to see you do well and they care about your progress and wellbeing) rather than focusing on financial Interest in your business

By using their “wisdom” to guide you in both personal and general business matters.

• Board

Defining the Board in a business plan is very important as board is the chain between the topmost and the final employee within a company board consideration is even more important, to keep the growth of the company in a line with all the units/departments.

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Chapter 3 Opportunity:

- **Consumer pain points**

A business plan should include the study on what are consumer pain points and how you can position your company as a potential solution for a specific problem that prospective customers of your business are experiencing. If a Business plan succeed in this strategy this can be the best opportunity for your business to be successful.

- **Market Size**

Your business plan should be very clear on who your target market is, what your market niche is, exactly how you'll stand apart from your competitors, and why you'll be successful doing so.

- **Industry Growth**

It is Important for every business to keep a track on the environment in which the business is going to be deal. Industry growth Analysis helps to identify which stage an industry is currently in; whether it is still growing and there is scope to reap benefits, or has it reached its saturation point and so on.

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Chapter 4 Business Model:

- **Revenue model**

“A revenue model is how a business makes money” it is one of the most important factor to be considered for any business to sustain and grow A revenue model is important for the company’s long-term business projections as it gives an overview of the company’s current and future potential to earn profits.

- **Pricing**

A business plan should have very strong position for pricing factor as Pricing contributes to how customers perceive a product or a service. It is important that a company sets the right price as a company’s success can depend on it.

- **Customer base**

A customer analysis may be a critical section of a company's business plan. It identifies target customers, ascertains the requirements of those customers, and then specifies how the merchandise satisfies these needs. A customer profile may be a simple tool which will help business better understand current and potential customers.

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Chapter 5 Competitors:

The purpose of the competitive analysis is to determine:

- The strengths and weaknesses of the competitors within your market
- Strategies that will provide you with a distinct advantage.
- Barriers that can be developed to prevent competition from entering your market.
- Any weaknesses that can be exploited in the product development cycle.

This will assist you determine your distinct competitive advantage.

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About us:

Bizprof exchange helps young professionals and young entrepreneurs who want to set up their practice or business or elder professionals who want to sell their business or practice and retire. Our portal provides list of practices and business available for sale in your area. We make buyer of business and practice meet the seller of business and practice.



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