

BUSINESS PLANNING IN A NUTSHELL

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STEP 1 SCREENING OF THE BUSINESS IDEA

Idea Takes
Advantage of Trend,
Solves a Problem, or
Addresses Gap

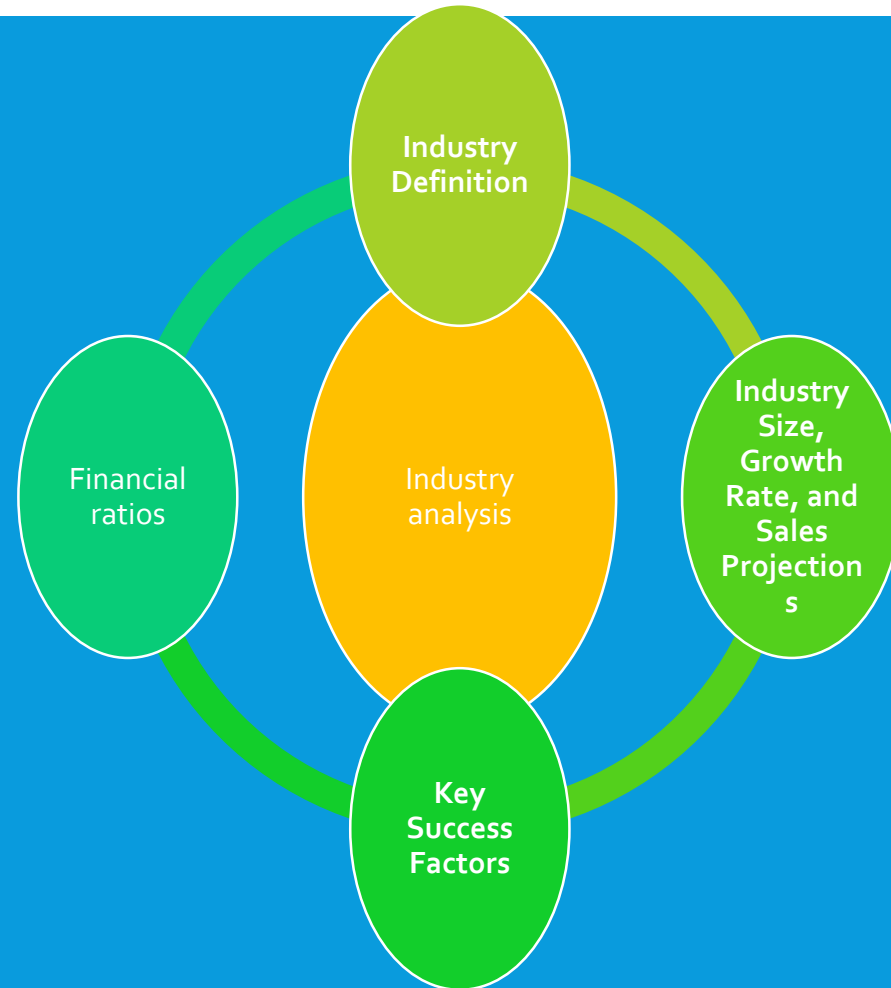
Timeliness of Entry
to Market

Adds Value for Buyer

Customer is
Satisfied by Current
Products

Product Requires
Consumers to
Change Behavior

STEP 2 INDUSTRY ANALYSIS



STEP 3 MARKET ANALYSIS



STEP 4 ECONOMICS OF THE BUSINESS

Revenue
streams

Startup costs

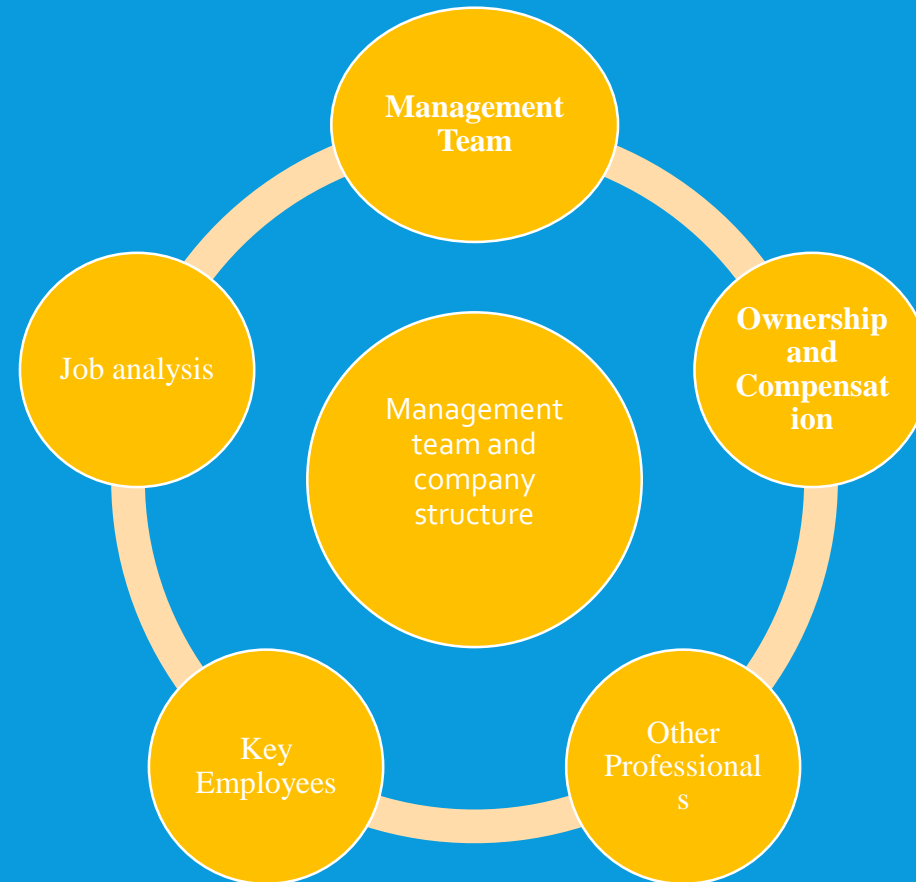
Fixed and
variable costs

Break even
chart and
calculation

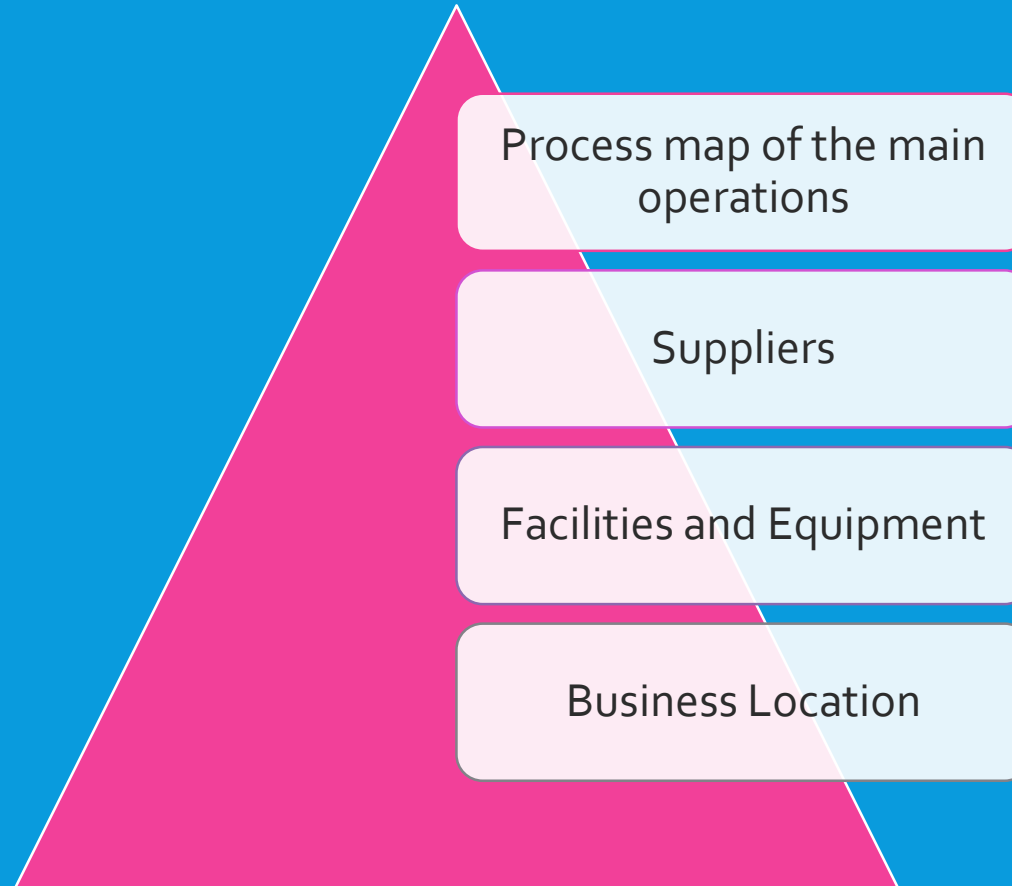
STEP 5 MARKETING PLAN



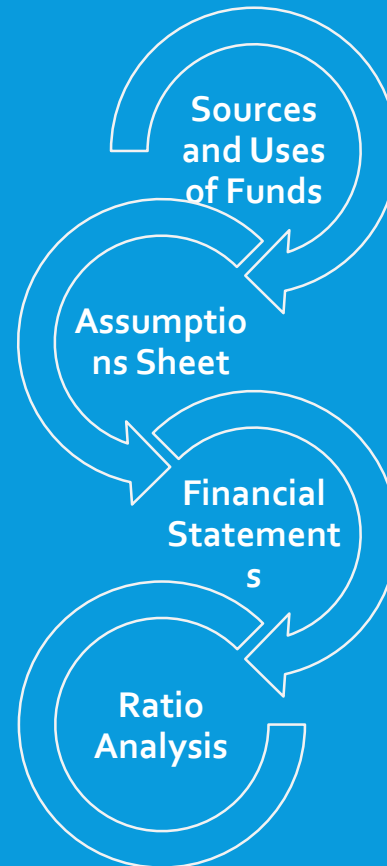
STEP 6 MANAGEMENT TEAM AND COMPANY STRUCTURE



STEP 7 OPERATIONS PLAN



STEP 8 FINANCIAL PROJECTIONS



SUMMARIZING THE WHOLE JOURNEY

Business Model Canvas

