

# Module 5

## Extra life: Business Plan Development, Business Model Canvass, Strategic forms

### Lesson 1



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# Learning Outcomes

At the end of this module you will be able to:

- Draft a social Business Plan idea in Traditional or Canvas way
- Make a starting Market analysis by analysing potential customers and competitors



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# What is a Business Plan?

The **Business Plan (BP)** is a document, structured in a precise way that summarises the contents and aspects of an entrepreneurial project.

Its ultimate goal is to understand whether the business idea is feasible or not. Also, if the BP is feasible, how can it be realised, with which resources and at what time?



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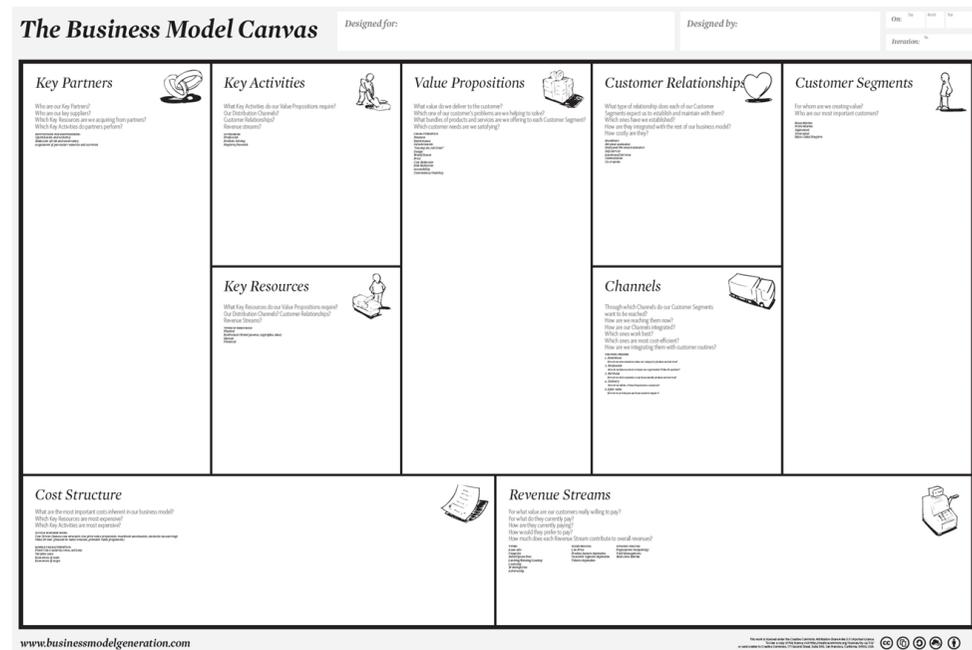


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# How many models of Business Plan exist?

**The Business Plan (traditional)** is a more complex and well-structured document; Indicates what, how much time and money is needed to put the business model into practice.

**Business Model Canvas** is a strategic tool that through visual language helps to create and describe any business model.



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# How is divided the BP?

**The BP consists of 3 main parts:**

1st **The Business Concept:** business structure and the product/service that is intended to be realised (**See Module 1 and 3**)

2nd The section is related to the **Market analysis** which will be analysed customers and competitors (**see Module 4**)

3rd The section is related to the **Marketing Plan (See Module 4)**, the **SWOT Analysis**, the description of the project **Team** and the **Financial statement**.



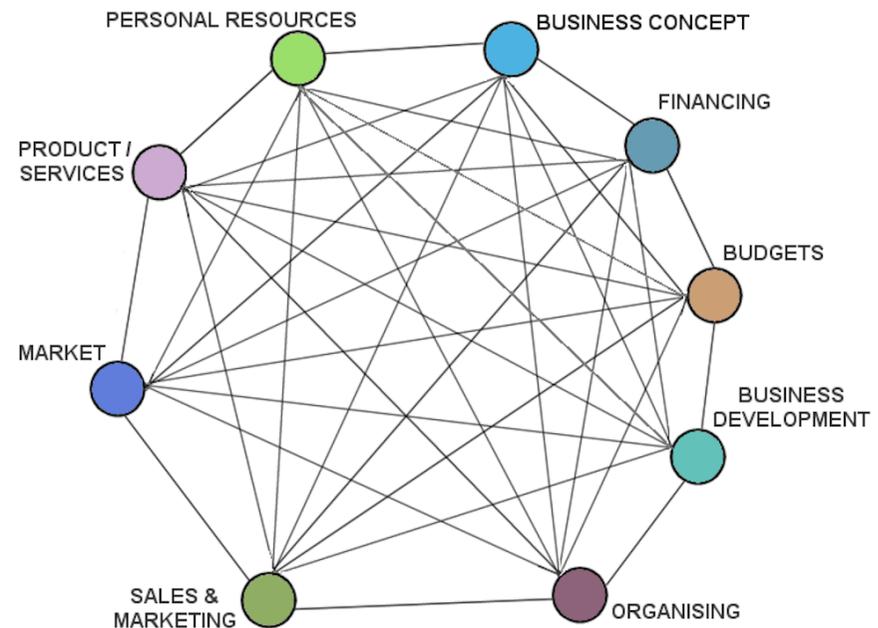
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# The BP is divided in 9 sections:

1. Summary of the entrepreneurial idea
2. Mission
3. Description of the offered Service/  
Product
4. Market Target (Customers)
5. Competitive Analysis (Market  
Competitors)
6. Marketing Plan
7. Swot Analysis
8. Team
9. Economic and Financial Analysis



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# 1. The summary of the Business idea

The summary of the BP provides a recap of the project that is intended to realise. The BP's introduction is the "Business Card" that should stimulate, in those who read it, the desire to want to know more. The brief description should be **SYNTHETIC** but at the same time **CLEAR** and **COMPREHENSIVE**.



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## 2. Mission

The heart of every BP is represented in this section. In specific, it is dedicated to the general description of the company and illustrates the nature of the enterprise by describing its fundamental characteristics. Starting from the description of the **Mission**, and then moving from the description of the short, medium and long term goals, to the type of company (industrial, social, services), date of the establishment, legal form, investors, administrators and the organisational chart.

**(See also Module 2)**



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### 3. Description of the offered Service/Product



This section offers the description of the **products/services** offered by the company and the plans for the future. It is necessary to specify whether the products/services already exist and are marketed, ready for placing on the market (indicating the launch date) or if the products are under development (indicate time to market).



In addition, you will have to list the specific features of the product (brand, patent if any expected) or the potential competitive advantage sources. **(See also Module 2 and 3)**



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# 4. Market Analysis – Target (Customers)

This section answers the following questions:

**Where do we want to work? What are the characteristics of the market we enter? Who are our customers?**

Market analysis is fundamental to understand how decision makers drive the purchasing choice of potential customers.

**(See also Module 2 and 4)**



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# 5. Competitive Analysis of specific market

This section answers to the following questions: **Who are our competitors in the market we want to enter?**

The task of analysing the competition is an essential component of business strategy.



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