Module 5
Extra life: Business Plan Development, Business Model Canvass, Strategic forms

Lesson 2

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Learning Outcomes

At the end of this module you Will:

- Have an idea on how prepare a Business plan cash flow

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Sections constituting the business plan

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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6. Marketing Plan

This section answers the following question:

How to make a business plan by deepening the guidelines that will shape our work path?

Marketing strategy is the set of guidelines along which the company nts and needs to proceed to achieve the goals that have been set.

(See also Module 4)

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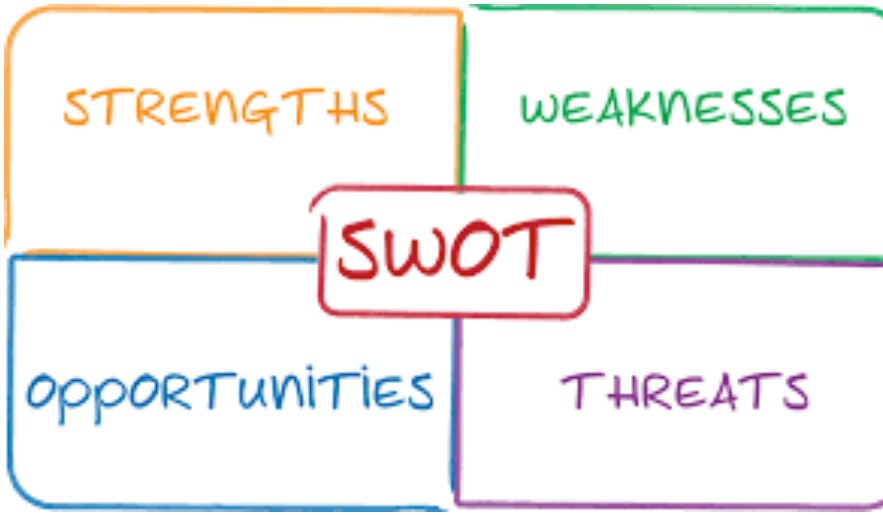
7. Swot Analysis

SWOT analysis (also known as the WOT matrix) is a strategic planning tool used to evaluate **Strengths**, **Weaknesses**, **Opportunities** and **Threats** of a business plan or any her situation where an organisation or an individual has to make a decision to reach a goal.



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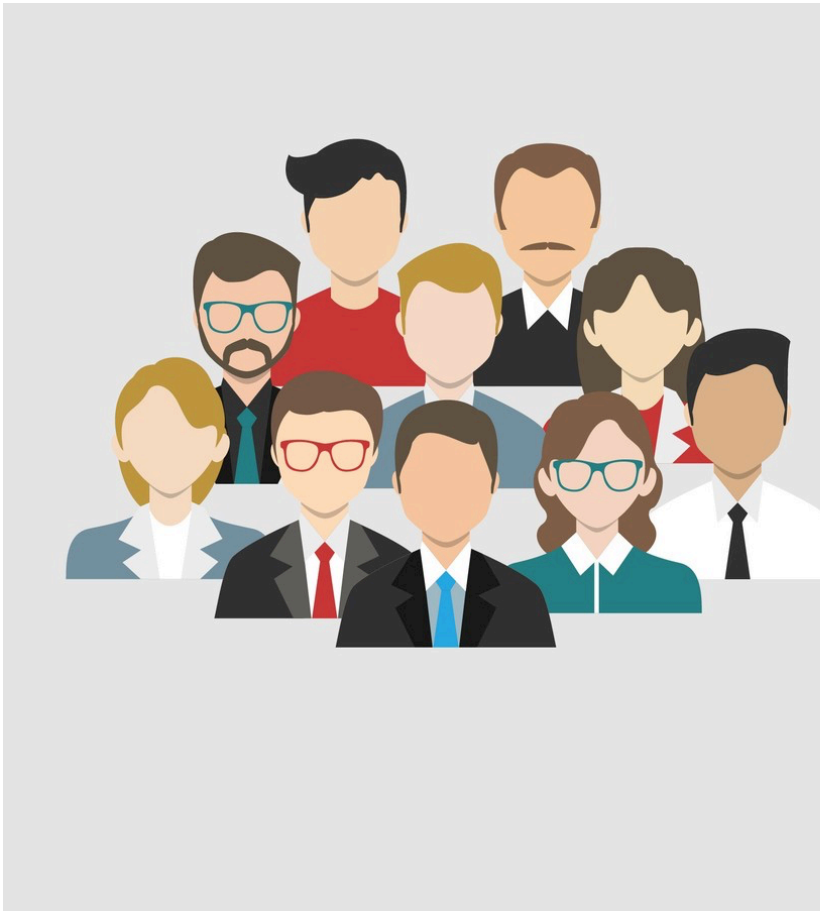
8. Team

This section answers the following question:
at skills are needed to start-up in a particular field?

The **company's expertise** (the skills of the mpany members) is one of the key parts of the usiness Plan. This is crucial for implementing a ble set of forecasts about the functions that each mpany member or the staff must have. For each mpany member, it is advisable to check if there any knowledge and skills in the business sector where the company has to be launched **(See also Module 1 and 2)**.



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9. Economic and Financial Analysis

This section of the business plan answers the following key questions:

w much does it cost to start up the business described in the business plan? Do we self-finance or we seek funding sources?

economic-financial analysis aims to introduce e economic and financial structure of the “social rt-ups” by including useful information to assess he feasibility and economic sustainability of the enterprise over time.

this section it is necessary to provide accurate ormation and numeric data on the economic and financial performance of the "social start-up“ **(See also Module 1 and 2)**.

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9. Economic and Financial Analysis

What should be considered to start the economic-financial analysis?

he **investments** needed for starting up. That he economic description of the instrumental assets for the start up and their value.
The **sales targets** that we expect. These are used to determine company revenues.
he **competitive edge (advantage)** is dictated th by low price and by the quality/price ratio.
tart-up management costs. These costs are esented by recurring expenses each year the pany supports; they are for example: utilities ts, wage and salary costs, room rental costs, inistrative costs, advertising costs and costs for purchasing materials etc.

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9. Economic and Financial Analysis - Investments

Vhat are the initial investments needed to unch a social start-up and where does the funding come from?

his part of the economic and financial analysis u need to describe the funding you will use to start up.
This can be "external" funding (Bank loans, blic/European funding - as is often the case for innovative social start-ups; Fundraising) or "internal" (Own funds, family funds).

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9. Economic and Financial Analysis - Price

How do I determine the price of the products or services I would like to offer?

etermination of the price is pivitol in the eliminary analysis of competitors acting in your referred market, but also considering the availability of the stomers target identified in the previous nalysis (see point 4 and 5 part 1 and point 6 part 2).

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9. Economic and Financial Analysis – Other Aspects

Other aspects you have to consider

. The **Balance Sheet** defines the assets of an erprise (in terms of accounting value) in a specific period of its existence (normally every year).
Profit and Loss Account / Income statement
ash Flow describing the actual cash inflows and utflows of the company, for example, the costs ually paid and the revenues actually paid by the customers.
The **break-even point** describing the profitability of the enterprise itself.

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