



Business Plan Writing Training

A-Z of Writing a compelling and Bankable Business Plan

Facilitated by

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Content of a Typical Business Plan

Executive Summary

1. Introduction
2. Product and Service Description
3. Industry and Market Analysis
4. Competition
5. SWOT Analysis
6. Operational Plan
7. Marketing Plan
8. Management
9. Financial Plan
10. Appendices

Executive Summary

- This is the summary of the content of the business plan.
- It highlight key elements of the business plan.

Introduction

- Description of the Company/Business
- Vision & Mission Statement
- Business Objectives
- Value Proposition
- Critical Success Factor
- Current Status of Business

Description of Products and Services

- Describe the product and/or service you are producing or you will produce to deliver the value proposed to customers. Include illustrations if necessary.
- Product or Service delivery strategy

Industry and Market Analysis

- Here you demonstrate an understanding of the industry or sector you will be playing in
- Key Highlights;
 - Key features or peculiarities of the industry that make it viable or demonstrate growth
 - Major players in the industry
 - The size of the market (Volume and Value)
 - The segments of the market –the different customer groups
 - State the potentials for growth in the market

Competition Analysis

- State your major (direct and indirect) competitors
- Describe their product and service offers.
- State their competitive advantages or disadvantages
- The customer segments they are focusing on
- State the probability of new entrants
- State the potential new competitor/market entrants
- State if the barriers they must overcome to enter the market is high or low
- State if the cost is high or low for a customer to switch to competitors
- State how you can make or achieve customer loyalty – making sure your customers will always prefer your products or services

SWOT Analysis

- S – Strength
- W – Weakness
- O – Opportunities
- T – Threats

Marketing Plan

- Define your Target Market

State your target customers with reference to their characteristics, geographic locations, otherwise known as demographics. Give an estimation of the total market size and your target market size.

- State how you will make the customers aware of your product or service

- State how you will promote your product or services

Marketing plan

- Describe the pricing strategy for your products/services and the assumptions you have made.
- Will there be any incentives that will make them switch from current providers or buy the products/services anew – discounts, credit facilities; and where possible, describe the effect of the incentives on your cash flow and profitability.
- State the channels by which you will get the services to the customers:

Operational Plan

- Description of the Location/Factory
- Raw Materials/Consumables (Identify and describe your key suppliers or source of your supply). State Quantity.
- Production Process/Techniques.
- Legal Environment (Legal/Regulatory requirements for your business (E.g CAC, TIN, Licensing, Permits, Insurance coverage, trademark, copyrights, patents, endorsements, etc))
- Labour -Describe the type of labour and the quantity (skilled,unskilled and professional) you will need, the working environment

Management or Organizational Plan

- Ownership of the Business
- Profile of the Entrepreneur.
- Key management staff/Support Personnel
- Summary of Salary Schedule

Organogram



Financial Plan

- Key Assumptions
- Cost Estimation and Projection
- Financing
- Revenue Projection

Appendices

- Graph, Excel Sheets