



How to write an Entrepreneurial Business Plan

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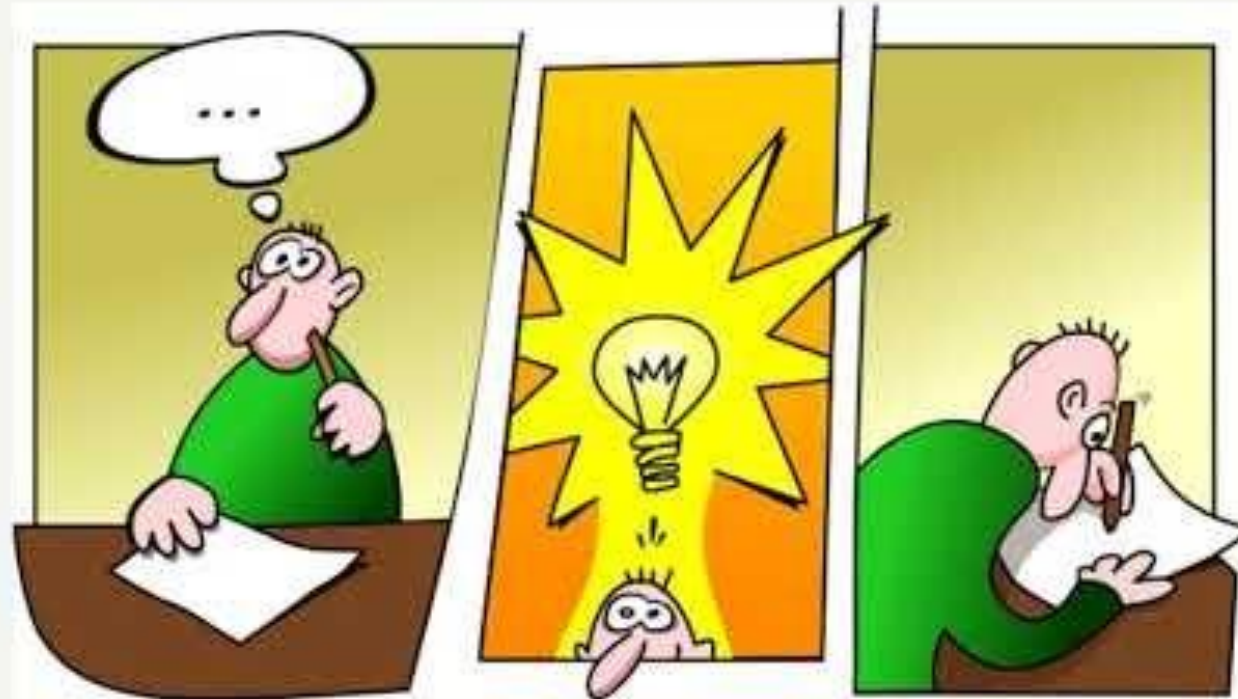
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What is a Start-up?

- New venture
- Not a copy of large companies
- Doesn't have (much) record of sales
- Plenty of assumptions
- Not clear business model
- Mainly run by one person
- ...



Do start-ups need a business plan?



A person is sitting at a wooden desk, writing in a notebook with a blue pen. The person is wearing a light blue shirt and a black watch. The background is a bright, out-of-focus indoor setting with a window and some greenery. A large white circle is overlaid on the left side of the image, containing text.

What's the purpose of an Entrepreneurial Business Plan?

- To show your business case is valid
- Your business has potentials and it is viable
- You have solutions for your customers' problems
- Your financials make sense and viable
- You look professional
- ...

Major elements in a Start-up Business Plan



Overview of the business

This section of a business plan gives a general overview to the reader about your company and people, some items are:

- Vision and Mission Statement
- Qualification and Skill of the owners
- Legislation and regulations
- Insurance
- The nature of product/service (why customer care about your product/service?)



Marketing section of a Business Plan

- Very important part of a business Plan which shows the potential of your proposed business
- It also shows your understanding of your market
- Must have the following parts:
 - Market research
 - Marketing Mix



Market Research

You should demonstrate your understanding of the current and future situation of the market.

Include the following:

Industry overview

Competitors (analysis)

Your findings from primary and secondary data collection

Market trends

Target Market

Future plan for collecting data and staying updated about the changes

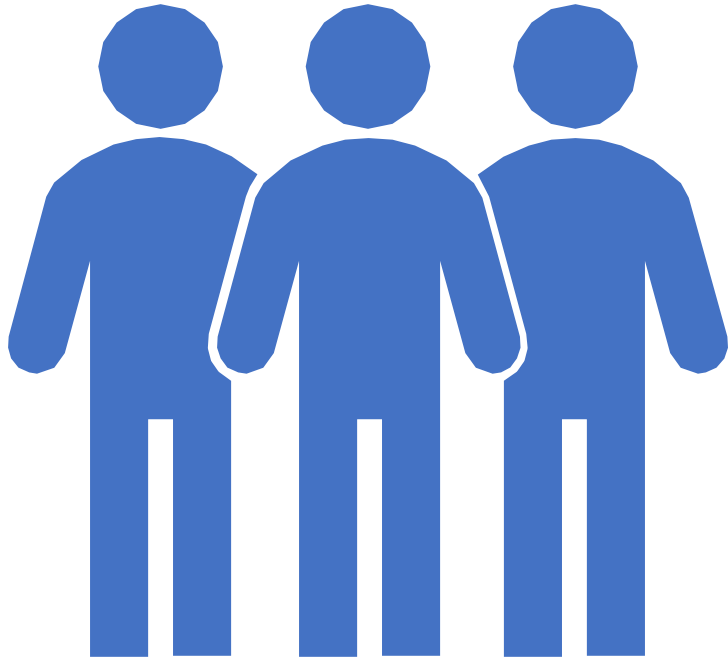


Marketing Mix

This section show the whole structure of your marketing:

- Product
- Place
- Price
- Promotion

[Read more: The Marketing Mix and the 4Ps of Marketing](#)



Differentiation Matters

- Explain how your product/service or business is different to the competition
- What value do you offer to your customers?
- What are the major problems/pains of the customers you are fixing?
- How can you help customers?

Operations

Essential part to show your skills and understanding of how to run the proposed business.

Including the following:

- Work flow chart
- Suppliers
- Occupational Health and Safety
- Contingency Plans
- Record Keeping
- ...

Finance

The serious part of the Business Plan
Should include the following:

- Sales objectives
- Sales projection (2 years min.)
- Cashflow
- Balance Sheet
- Marketing and Operational Budget
- Break-even analysis





Executive Summary

- Write it when finishing the business plan
- But should be the first thing in a business plan
- Quick read and summary about your Business Plan
- Not more than one (or two) page(s)

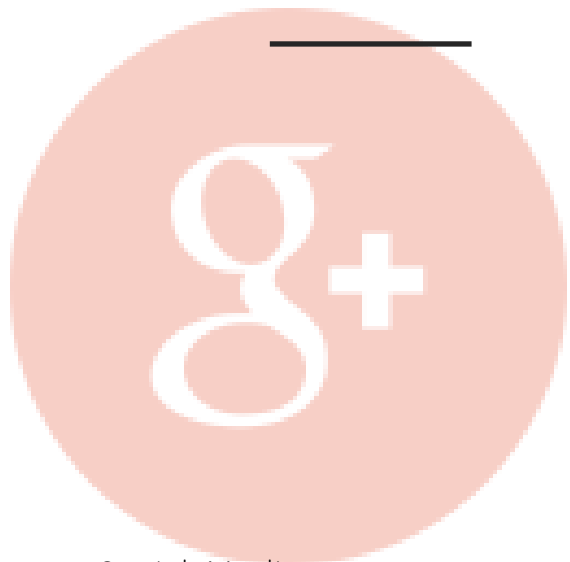
Things to consider

- It is an official document
- Ensure there is no spelling/grammar mistakes
- Visual effects are important
- Nice binding helps (if printing)
- Present it professionally
- Keep it alive, change it if necessary
- Good Luck!





Comments and
discussions



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