

Welcome



Business Planning and Oral Presentation

Business Plan

- Outlines your business, operation and goals
- Sets general direction
- Details how you will achieve your goals

Components

Business Summary

Risk Analysis

Product/Service Description

Ownership, Management & Personnel

Market Analysis

Financial Forecasts

1. Business Summary

- First page (but written last)
- Summarises key points of business plan
- Brief intro to your company & its product/service

Business Summary



- Business Idea
- Company Objectives
- Mission Statement

2. Risk Analysis

- SWOT
- H&S
- Compliance
- Intellectual Property

SWOT

- Strengths/Weaknesses = Internal environment
- Opportunities/Threats = External Environment

Health & Safety

- Production - internal or external?
- Safety Plans

Compliance

- Food Production
- Stalls/Markets Bylaws
- Noise Restrictions
- Intellectual Property

3. Product/Service Description

- Technical specifications
- Drawings/Photographs
- Production process
- Suppliers



4. Ownership, Management & Personnel

- Business ownership details
- Capability
- Management structure

5. Marketing

- Overall market
- Customers
- Competition
- Marketing & Promotion

Overall Market

- Describe market generally
- General Market size
- Niche market size
- Statistical Info

Customers

- Who are they?
- Where are they?
- Why do they buy?
- When do they buy?
- What do they buy?
- How do they buy?

Competition

- Who are they?
- Where are they?
- What are their strengths and weaknesses?
- Will you compete successfully against them?

“We have no competition”

Marketing & Promotion

- What are your plans for marketing?
- Advertising
- Trade shows
- Promotional literature
- Promotional Activities
- How will you distribute your product?
- How will you deliver your service?
- Explain how the “marketing mix” will be applied to achieve the company’s objectives.

- Crucial to the accuracy of the sales forecast
- Require considerable thought
- Must demonstrate a clear market need for the product
- Must understand your customers' needs
- Must show that your product meets these needs

6. Financial Forecasts

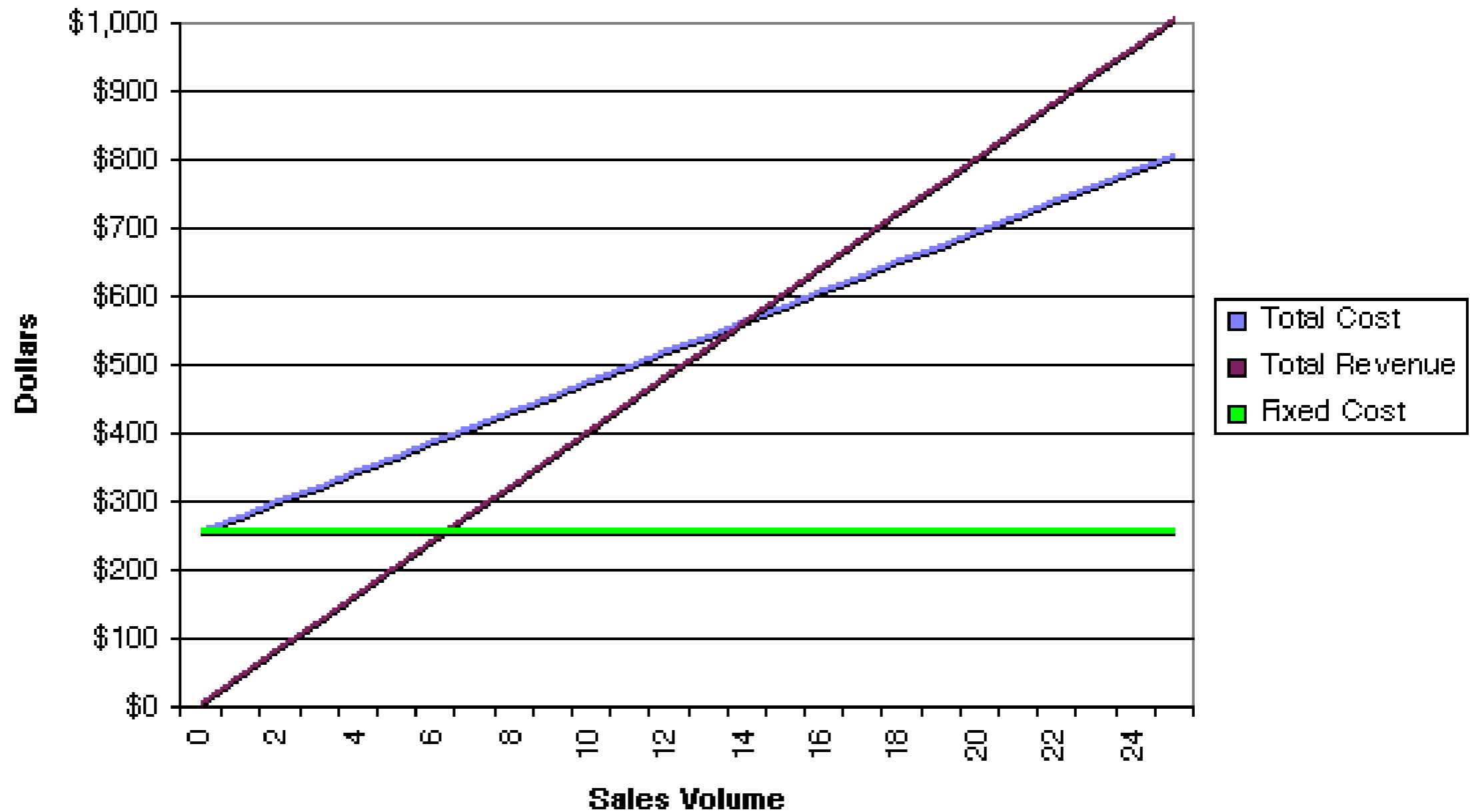
- Likely financial outcome of your business
- Breakeven analysis
- Forecast statement of financial performance (or Profit and Loss)
- Forecast cash flow
- Forecast statement of financial position (or Balance Sheet)

Breakeven

Kiwi Kitchen - Breakeven Analysis				
Fixed costs		250		
Cost per unit		22		
Sales	Fixed Costs	Unit Costs	Total Costs	Total Income
0	250	0	250	0
1	250	22	272	40
2	250	44	294	80
3	250	66	316	120
4	250	88	338	160
5	250	110	360	200
6	250	132	382	240
7	250	154	404	280
8	250	176	426	320
9	250	198	448	360
10	250	220	470	400
15	250	330	580	600
20	250	440	690	800

Break-even

Break-Even at 13 Units



Financial Performance

- Month by month breakdown
- Sales income
- Production costs

	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Total Sales	10	50	200	200	50	100	150	200	200
Sales Income	400	2000	8000	8000	2000	4000	6000	8000	8000
Total Costs	470	1100	4400	4400	1100	2200	3300	4400	4400
EOM Balance	-70	900	3600	3600	900	1800	2700	3600	3600
Running Balance	-70	830	4430	8030	8930	10730	13430	17030	20630

Elevator Pitch



An extremely concise presentation of an entrepreneur's idea, business model, company solution, marketing strategy, and competition delivered to potential investors. Should not last more than a few minutes, or the duration of an elevator ride.

Six questions your pitch should answer



- What is your product or service?
- Who is your market?
- What is your revenue model?
- Who is behind your company?
- Who is your competition?
- What is your competitive advantage?

What is your product or service?

Briefly describe what it is you sell.
Do not go into excruciating detail.
Prototypes are great!

Who is your market?

Briefly discuss who you are selling the product or service to.

What industry is it?

How large of a market do they represent?

What is your revenue model?

More simply, how do you expect to make money?

Who is behind the company?

"Bet on the jockey, not the horse" is a familiar saying among Investors. Tell them a little about you and your team's background and achievements. If you have a strong advisory board, tell them who they are and what they have accomplished.

Who is your competition?

Don't have any? Think again.

Successful competition is an advantage - they are proof your business concept works.

What is your competitive advantage?

Being in an industry with successful competitors is not enough. Why does your company have an advantage over the competition?

Better distribution channel? Key partners?

Proprietary technology?

What your "Elevator Pitch" should contain

A "hook"

Open your pitch by getting the Investor's attention with a "hook." A statement or question that piques their interest to want to hear more.

Passion

Investors expect energy and dedication from entrepreneurs.

A request

At the end of your pitch, you must ask for something.

Do you want their investment, a sale, sales leads, suppliers..

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