





Module 5



Business plan - definitions

Business Plan or Business Plan

# Definition :

Document describing the financial and commercial strategy chosen to carry out an entrepreneurial project.

The business plan or development plan formalises in writing a company's development projections. It is derived from the model

company. A business plan is a formal document containing business objectives, goals, objectives and objectives.

methods, how and when these objectives can and should be achieved.

**A synthetic document** that enables an entrepreneur to present the ins and outs of his project in a simple and effective way. It must present in a well-argued manner the need for financing and the potential profitability of the project as well as the vision of the future manager concerning his company.

**What does a business plan contain?**

If the definition of a business plan is the same, the content of the business plan varies according to the type of project. However, you should - at the very least - mention in this document :

* The company's activity: present your products or services by highlighting the advantages of your offer.
* The management team: show that the management team is made up of people whose skills combine to make this project a success.
* Market research: demonstrate that the business opportunity is real. Define your target customer base as precisely as possible.
* The strategy: explain how you will differentiate yourself from your main competitors and how you will find customers.
* The financial plan: what are the financial needs and the expected returns on investment?

**What is the purpose of a business plan?**

The business plan has three main objectives. It allows to :

1. **Checking the viability of your project**: whether you are planning to sell a new service or go into the export market, your business plan will enable you to determine the relevance of your project from a strategic and financial point of view. The business plan is like a filter: through it, you can refine your ideas, plan and cost your actions.
2. **Convincing commercial or financial partners of the** quality of your project: to be credible with external partners, you must present them with a viable project, with a financial plan that confirms its profitability with concrete elements.
3. **Serve as a guide during the implementation of the project**: for the business manager, as well as for his team, the business plan serves as a reference point throughout the implementation process.