



## **ELEMENTS IN A BUSINESS PLAN**

**The following questions are meant for reflection around your plan for starting a business. These are questions (among others) which will need to be answered in a business plan.**

- 1. Business idea and main goals**
  - Business idea and goals
  
- 2. Products and services**
  - Description of product including documentation
  - Product specification, demands
  - Protection of business idea
  
- 3. Market and competition**
  - Description of market
  - Competition, and competitive advantages for your product /service
  
- 4. Market strategies**
  - Marketing plan
  - Sales estimates and goals
  - Prices on services and offers
  
- 5. Production**
  - Localization of company
  - Production plan
  - Requirements for machines and equipment, costs and investment requirements
  
- 6. Organization and administrative routines**
  - Legal form
  - Need for competence and manning
  - Map of organization
  - Composition of board
  - Ownership
  
- 7. Budget, capital requirement and financing**
  - Presuppositions for budgets
  - Results
  - Liquidity of means
  - Capital requirements
  - Plan of financing
  
- 8. Evaluation of risks**
  - Critical factors
  
- 9. Plan of further development / long term targets**