

Business Plan

Business Description

Your Business Description is the third part of your business plan. Here you will be talking about your industry as well as the products or services you will be offering.

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What is the opportunity you are providing to an investor?

What are the problems (pains) that your Ideal Client have?

What is your solution to that problem?

What are the products or services you provide?

Who is your direct competition?

What is the price they charge for a similar solution?

How do you deliver your product or service to your customer?



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The following are only needed if they apply to your specific business.

Geographical

Where is your business located: _____

Where is your Ideal Client located: _____

Does your business only cater to locals? Yes / No

If not, how do you deliver your product or service to the customer? _____

Market Conditions

What is the market like at this moment? _____

Who are your competitors? _____

What are their price points? _____

How are you different? _____

Key Participants

Are you dependent upon others for supplies in order for you to provide your service /product? Yes / No

If so, who are they? _____

What is your plan if something happened to them or their prices go up? _____

How is this relationship structured? _____

Pricing

What is your cost to provide your product or service? _____

What is your price to the customer? _____

Do you foresee a rise in cost to you, if so how much? _____

What is the price difference to your competitors and why? _____

