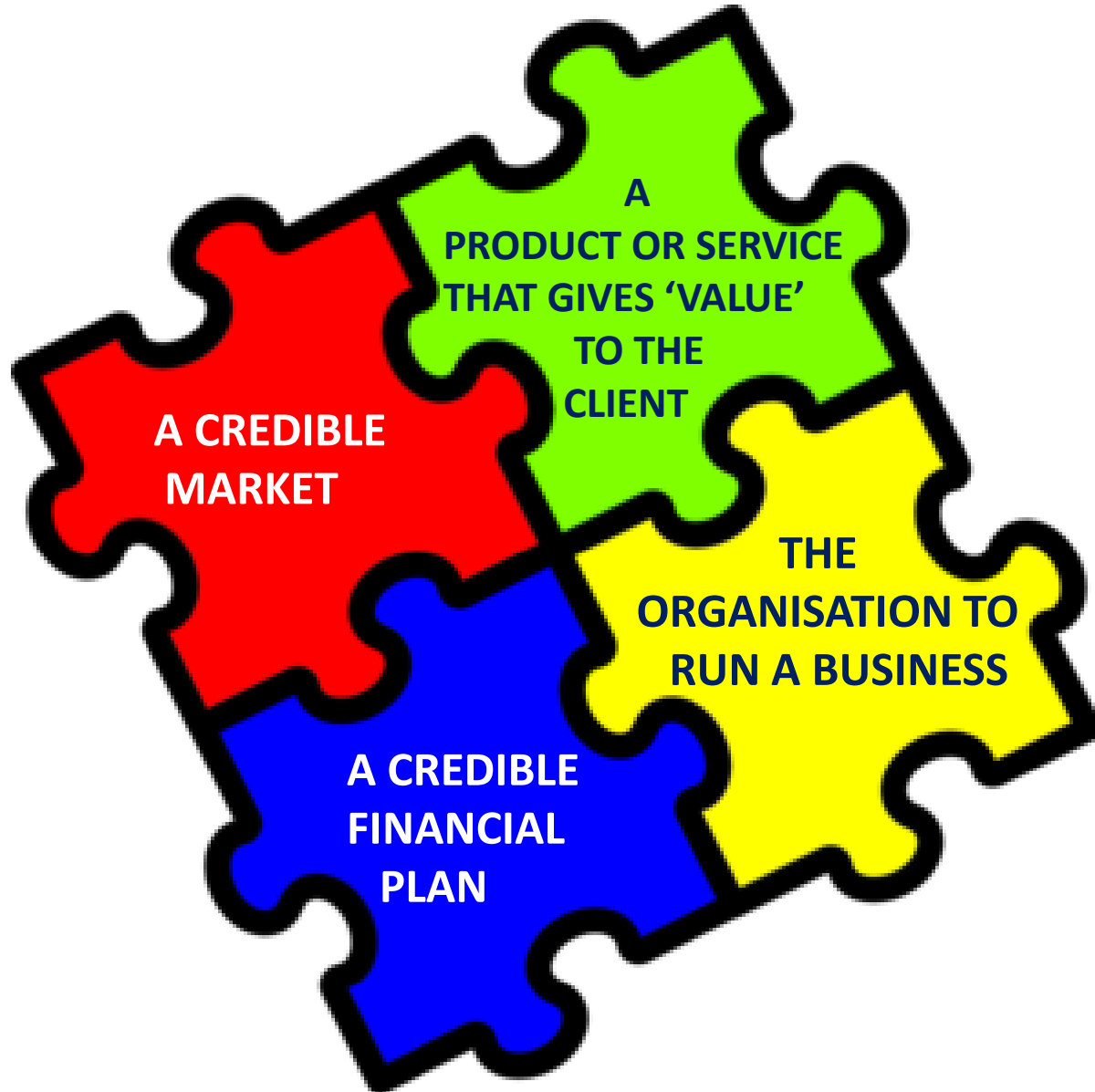


Essential elements of a good business plan:



Key messages

- **Companies should sell their products and services in a way that matches their capabilities**
- **The strategy adopted by the company should reflect that capability**
- **That strategy should also reflect prevailing market conditions**
- **Therefore both the market and the company's capability to service it should be examined**

A template for a Business Plan

- **Summary of the business structure**
- **Outline of the product or service**
- **Analysis of markets and competition**
- **Sales and marketing plan**
- **Management structure**
- **Operations plan**
- **Financial forecasts**
- **Funding requirements**
- **Appendices**

Tips for a Good Business Plan

- **It should look professional with clearly marked sections**
- **Keep it short, focused and positive**
- **Control its distribution**
- **Obtain objective assessment before distribution**
- **Plan ahead - raising finance takes a long time**
- **Send the plan in advance to banks etc.**
- **Be prepared to present it to various interested parties**
- **Be prepared for questions**