# Business Plan

The (planned) name of the company:

The entrepreneur’s name:



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| Background information |
| Industry:      |
| Company structure:      |
| Address:      |
| Postal code:      |
| City/town:       |
| Year the company was founded:      |
| Number of staff:      |
| Website address:      |
| Business ID:      |
| Owners of the company and ownership shares as percentages:      |

1. Business idea

Briefly describe your business idea. Imagine that this is the first time you are telling an outside audience what kind of business you are setting up. What does the company sell, who are its customers, and how do the sales take place? If your company has its own facilities, where are they located? Provide a concise, straightforward and accurate description. Please enter your text in the box below.

1. Your skills

Entrepreneurship is about believing in your own skills. What kind of educational and professional background (or similar experiences) do you have that will help you become an entrepreneur? If your skills are based on hobbies or other expertise, please write in your own words what makes you a competent entrepreneur in this industry. Do you have prior entrepreneurial experience, or have you completed entrepreneurship training? Please enter your text in the box below.

1. SWOT analysis

SWOT analysis allows you to examine the factors for success and risks in your business.

|  |  |
| --- | --- |
| The entrepreneur’s strengths | The entrepreneur’s weaknesses |
| * What skills do you have?
* What are you good at?
* Why would customers be willing to buy a service from you specifically?
*
 | * Do you lack any skills that would be essential for entrepreneurship?
* E.g., industry expertise, entrepreneurial skills, language skills
*
 |
| Market opportunities | Market threats |
| * How is the market changing; what problem is your new business solving?
* Why would customers be willing to buy a service from you specifically?
*
 | * Why your business might not succeed
* What unexpected things could happen that would have a negative impact on your business?
*
 |

1. Products and services

Provide a general description of the products or services you offer. Please enter your text in the box below.

Products and services

List your main products and/or services and their price (hourly rate, contract price, etc.); describe how they benefit your customers and whether you have any particular competitive advantage over other operators in the industry. Competitive advantage can come from, for example, up-to-date training, language skills, pricing, the novelty value of a product or a particular feature, etc. Please type the text in the boxes below.

 Product/service 1:

Price of the product/service (VAT 0 %)

Competitive advantage:

Product/service 2:

Price of the product/service (VAT 0 %)

Competitive advantage:

Product/service 3:

Price of the product/service (VAT 0 %)

Competitive advantage:

Product/service 4:

Price of the product/service (VAT 0 %)

Competitive advantage:

1. For whom, and why?

Who is your customer? Is your service aimed at consumers (B2C) or businesses (B2B)? How will you reach your customers, and who would be your ideal customer? Please enter your text in the boxes below.

Customers:

Customers’ purchase motives:

Customers’ purchase criteria:

Customer risks:

1. How will I proceed?

Sales and marketing

Defining your customer’s needs. How do you make sales in practice? How do I reach my customers/target group? Will you conduct market research before starting your business? What marketing channels/tools are you planning to use? How will you handle marketing? Who will create your website and initial marketing materials? Are you planning to use social media marketing? What is your company’s image/brand? Please enter your text in the box below.

Production and logistics

If you are selling goods, where will they come from, how will the logistics be handled, etc.?

Distribution network

Market entry and distribution network:

Target market and target groups:

1. Business environment

Description of your business environment. Please enter your text in the boxes below.

Competitors. Who are your competitors?

Competitive environment. The most important question is, how will you differentiate yourself from other operators in the same industry?

Other external parties and partners that are important to your company (e.g. subcontractors)

Risks in your business environment. Are there any foreseeable changes in the business environment or major megatrends that could change purchasing behaviour?

1. Sustainable development and corporate responsibility

Sustainable development refers to development that gives equal consideration to the environment, the economy and human beings, and ensures the possibility for present and future generations to live good lives. Businesses also have a moral responsibility to operate sustainably. Sustainable business practices, also known as corporate responsibility, mean that your company takes into account the ecological, economic and social impacts of its activities.

Sustainable business practices can create new business opportunities, generate cost savings and competitive advantages, and affect factors such as access to and the terms of financing. Companies that operate in genuinely sustainable ways are respected.

Corporate responsibility requires planning, systematic monitoring, operational assessment, continuous development and reporting. Think about how you will consider and implement the following elements of corporate responsibility in your company's operations and processes. Please enter your text in the boxes below.

i) Environmental responsibility (e.g., climate change mitigation, sustainable use of natural resources, utilising recycling/the circular economy, responsibility for the environmental impact of the full life cycle of a product or service, monitoring and reporting)

ii) Social responsibility (e.g., staff training; occupational safety; employee well-being; equality in the workplace; working conditions in supply chains; the principle of equal opportunity; human rights issues, such as child labour; monitoring and reporting)

iii) Economic responsibility (e.g., profitability, competitiveness, preventing corruption, generating well-being for stakeholders, monitoring and reporting)

1. Vision

A long-term vision for your company. For example, how do you see your business in the next three to five years? Please enter your text in the boxes below.

Describe the future outlook (e.g., technology, competition) and direction of development in your industry. And does your company perhaps have plans to internationalise in the future?

1. Other considerations

Permits and notifications:

Insurance policies and contracts:

Immaterial rights:

Entrepreneurial support network. Do you have mentors, entrepreneurial friends, etc., in your immediate circle from whom you can get help if needed?

1. My company

What kind of company are you starting? What is its name, and where does it come from? Have you already thought about your company structure? What kind of domain will you reserve for your website? Do you need business facilities, or have you already found them? Do you need employees? Have you already assessed your insurance policy and accounting needs?

Here, you can also consider and verbally explain your financing needs for the start-up phase of your company, what equipment you may already have at your disposal or that you own, and what your main investment needs are to get your business up and running. Your own estimate of how long it will take to achieve a profitable business. Please enter your text in the box below.

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