**Business plan**

**Company name: Tender Lov’N Respite**

. Executive Summary 1pg

Write this section last. We suggest that you make it 1 page. Include everything that you would cover in a five-minute interview.

They say that you only get one first impression. This old adage carries even more meaning when it comes to your business plan's executive summary. This is where you get your reader excited about your business.

As a ***powerful overview containing key points to your overall business plan***, the executive summary needs to be well conceived and written in a style that is easy to understand. It should ***briefly summarize each section*** of your business plan. It must be concise, interesting and believable. You want your summary to reflect an exciting, and achievable, opportunity. A few brief sentences should suffice for (1) what the business does (2) who will buy (3) why they will buy (4) long-term vision for the business (5) keys to success (6) financing needs.

Keys to success – what will it take to make your business successful? What are the key components to the success of your particular business? Make it enthusiastic, professional, complete, and concise. If applying for a loan, state clearly how much you want, precisely how you are going to use it, and how the money will make your business more profitable, thereby ensuring repayment. **Be brief – just summarize. Your detail will fit below.**

# Products & Services 2pg

## Product / Service Description

**Describe in depth your products or services**, including an overview of unique technology or processes. This is the only place in the business plan where you have the opportunity to share about what you are selling. (Detail, technical specifications, pricing structures, drawings, photos, sales brochures, and other bulky items or anything that stops the flow of reading the business plan, belong in *Appendices*).

## Features vs. Benefits

Discuss your product or service Features and Benefits

 For each product or service you sell:

* Describe the most important ***features***. What is special about it?

**Features = Facts**

* Describe the ***benefits***. That is, what will the product do for the customer?

**Benefits = Emotional draw for the consumer**

*Note the difference between features and benefits, and think about them. For example, a house that gives shelter and lasts a long time is made with certain materials and to a certain design; those are its features. Its benefits include pride of ownership, financial security, providing for the family, and inclusion in a neighborhood. As another example: you sell custom-made clothing (features), but people buy your clothing for status, comfort, and feeling good (benefits). Describe the features that you build into your product/service so that you can sell the benefits. (Features: fancy label, organic cotton, unique design lines. Benefits: status, comfort, feeling good). Included in your features/benefits should be after-sale services such as delivery, warranty, service contracts, support, follow-up, refund policies, etc.*

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| **PRODUCTS/ SERVICES** | **FEATURES** | **BENEFITS** |
|  Homes for Purchase | Shelter, financial investment, long-lasting | Pride of ownership, financial security, providing for family, inclusion in a neighborhood |
|  Custom-Made Sweater | Fit to your body, Front pockets, zipper, high quality fabric | Look sleek rather than baggy, a place to store your keys and keep your hands warm while the zipper blocks out the cold wind, status of custom-made,  |
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# IV. Market Research 3pg

In your marketing plan, be as specific as possible; **give statistics, numbers, and sources**. The marketing plan will be the basis, later on, of the all-important cash flow and sales projection. Your market research will give you an understanding of the business environment you will be in – your business landscape.

## Industry

Identify your NAICS code and describe your industry. What has happened in the industry historically?

Describe the pertinent or significant facts about your industry that will help you build your business concept. Gather numbers/statistics on the following:

* What is the total size of your market? (e.g. the pet industry is currently a $10 billion industry)
* Describe the current demand in target market. (Find statistics on whether this industry is growing, stabilizing, or declining)
* Describe the changes or trends you foresee in the industry, short term and long term. (For example, the green movement may be affecting the need for your product or service. The natural and organic movement, or the trend towards smaller families, or mommie groups, may be a factor for your business) Describe how your company will be poised to take advantage of these trends.
* Describe the barriers to entry you face in entering this market with your new company. Some typical barriers are:
* High capital costs
* High production costs
* High marketing costs
* Consumer acceptance and brand recognition
* Training and skills/knowledge/ experience
* Unique technology and patents
* Unions
* And of course, how will you overcome the barriers?
* Explain how the following could affect your company.
* Change in technology
* Change in government regulations (e.g. regulations requiring solar energy auditors to be certified)
* Change in the economy (the current downturn in economy is affecting most businesses today)
* Change in your industry (e.g. emergence of digital world drastically affected the printing industry; fuel costs are affecting the airline industry)

## Target Market

Identify your targeted customers. Describe the characteristics that make them your ideal customers. The description will be completely different depending on whether you plan to sell to other businesses or directly to consumers. You may have more than one customer group. Identify the most important groups. Then, for each customer group, construct best-customer profile.

**For consumer customers**, the demographic factors might be:

* Age
* Gender
* Location
* Income level, marital status, etc.
* Social class and occupation
* Education
* Other (specific to your industry)

Psychographic factors might be:

* Seeks “green” products; seeks cultural/art experiences
* Makes purchases based on emotional appeal
* Interested in supporting local businesses
* Other buyer persona profiles: <http://strategicbusinessinsights.com/vals/ustypes.shtml>
* Makes purchases based on core values
* Makes purchase to bring status or to fulfill practical needs

**For business customers**, the factors might be:

* Industry (or portion of an industry)
* Location
* Size of firm
* Quality, technology, and price preferences
* Who makes the buying decision (title or position)
* What guides the buying decision (price, triple bottom line, convenience, quality, seasonality, contract specifications, budget constraints, strength of current vendor, etc.)
* What are the pain points of the customer/buyer – what issues/problems need to be solved
* Other (specific to your industry)

If you sell a consumer product, but sell it through a channel of distributors, wholesalers, and retailers, you must carefully analyze both the end consumer and the middleman businesses to which you sell (two target markets).

## Competitive Advantage

Describe your most important company strengths and core competencies. What factors will make the company succeed? Describe your major competitive strengths that will be the keys to your success.

What products and companies will compete with you?

Think about 2-3 specific direct competitors – those you feel are your closest competition. How will your products or services compare with the competition?

## Competitive Analysis

Use the Competitive Analysis table below to compare your company with your 2-3 most important primary and secondary competitors. In the column labeled **My Business**, state how you honestly think you will compare in customers' minds. Evaluate strengths and weaknesses. Sometimes it is hard to analyze our own weaknesses. Try to be very honest here. And remember that you cannot be all things to all people. In fact, trying to be causes many business failures because efforts become scattered and diluted. You want an honest assessment of your firm's strong and weak points. Understanding what your competition has to offer will also help you articulate your opportunities against your competition.

In a few words, state how you think they compare. Determine whether or not this factor creates a niche or opportunity for your business.

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| **COMPETITIVE ANALYSIS** |
|  |  |  |  |  |  |  |  |
| **PRIMARY COMPETITION** | **PRODUCTS/ SERVICES** | **TARGET MARKET** | **PRICING STRATEGY** | **CUSTOMER SERVICE STRATEGY** | **STRENGTHS** | **WEAKNESSES** | **OPPORTUNITIES CREATED (FOR YOU)** |
| 1 |   |   |   |   |   |   |   |
| 2 |   |   |   |   |   |   |   |
| 3 |   |   |   |   |   |   |   |
| **SECONDARY COMPETITION** | **PRODUCTS/ SERVICES** | **TARGET MARKET** | **PRICING STRATEGY** | **CUSTOMER SERVICE STRATEGY** | **STRENGTHS** | **WEAKNESSES** | **OPPORTUNITIES CREATED (FOR YOU)** |
| 1 |   |   |   |   |   |   |   |
| 2 |   |   |   |   |   |   |   |
| 3 |   |   |   |  |   |   |   |
| **MY BUSINESS** | **PRODUCTS/ SERVICES** | **TARGET MARKET** | **PRICING STRATEGY** | **CUSTOMER SERVICE STRATEGY** | **STRENGTHS** | **WEAKNESSES** | **OPPORTUNITIES CREATED (FOR YOU)** |
| 1 |   |   |   |   |   |   |   |