

Enterprise and Entrepreneurial Management Assignment

2000 word

Assignment Brief:

Final Assignment: 2000 words

A written report providing an overview of a start-up business plan for your chosen business. You must use the business you used for the mid semester assignment plan and include the plan with the markers feedback in the appendix of the report as reference.

If you find you need additional capital then you must explain where this will come from and how you will secure it.

The food company I named it was 'Food Luxe' a fast paced food delivery service. Dont worry about including the markers feedback I will add to it.

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Executive summary

The purpose of business plan

Mission what business are you in?

The wealth-creating opportunity?

The business model chosen

The management team

The financial performance

The ask and the offer

Business details

A description of your product/service

Your mission and vision statement

Aims and objectives

Industry and market analysis

- Industry size, growth, structure (macro and micro/local level).
- Industry and market trends (macro and micro/local level).
- Market segments and reasons for target market(s) selection.

- Buyer behaviour across segments.
- Competitor analysis (strengths and weaknesses).
- For an existing business – market share.

Customer and value proposition

Outline your target market segments
 The value proposition for your product/service
 Your target sales

Marketing strategy

- Price, promotions, distribution etc.
- Launch strategy.
- Sales tactics.
- Brand development.
- Competitive reaction.
- Product and market development.
- Growth potential.

The organisational plan

- Key people, their functions and background;
- Business organization or structure;
- Directors, advisors and other key partners;
- Skills gaps and plans for filling them

Operations plan

- Key operating activities: How the product / service will be produced (e.g. manufacturing processes, business model etc.)
- Details of the suppliers and why they were chosen
- How the product / service will reach customers

- Partnerships;
- Business controls;
- IP issues;
- Scalability.

Financial Plan

- Source of start-up funds

- Cash flow forecast

- Break Even forecast

Risks and strategic options

- Identified risks;
- Risk monitoring and mitigation;
- Critical success factors;
- Strategic options.

Appendices

- Detailed financial projections;
- Financial assumptions – start-up costs, basis for sales projections, fixed/variable costs, profit margins;
- Background information (CVs) on key people;
- Location information (maps, layouts etc.);
- Operations information (Gantt charts etc.)
- Details of market research;
- Details of IP protection;
- Website screenshots;
- For an existing business – historic financial statements, brochures etc.

References