

Business plan for establishing a

(type of business)

First and last name: _____

Date of birth: _____

Address: _____

Telephone: _____

Email: _____

Date and Signature

Possible design for the business plan

1. Summary

2. The business idea

2.1. The business model

3. Personal qualification

3.1. Professional qualification

3.2. Entrepreneurial qualification

3.3. Motivation to start a business

4. Market

4.1. Market volume

4.2. Market development/trend

4.3. Risks in the market

5. Customers

5.1. Radius of action

5.2. Target group

5.3. Customer needs and customer benefits

6. Competitive analysis

6.1. Preliminary remark

6.2. Competitor 1

6.3. Competitor 2

6.4. Competitor 3

7. Sales and communication

8. Procedures and organization

8.1. Core processes

8.2. Supporting processes

8.3. Staff planning

8.4. Infrastructure

9. Explanation of target figures

10. Revenue and profitability forecast

11. Profit to cover living expenses

12. Capital requirements and financing

13. Securities

14. CV

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10. Revenue and Profitability forecast

Years	1. Year	2. Year	3. Year
Expected revenue			
- Use of goods (costs)			
- Personnel costs			
= Subtotal			
Operating costs			
- Space costs			
- Rent			
- Utility costs (electricity, etc.)			
- Vehicle costs			
- Leasing			
- Car insurance			
- Petrol			
- Maintenance			
Advertizing costs			
- Marketing (advertisement)			
- Travel expenses, trade Fairs, trainings			
Office			
- Office supplies (laptop, printer, etc.)			
- Telephone, fax, mobile phone, internet			
- Postage			
- Tax consultancy costs, agricultural advisory services			
- Contributions to professional associations			
- Company insurance			
- Interest on loans			
- Loan repayment / depreciation			
= total operating expenses			
Profit before tax			

11. Profit to cover living expenses

	Per month	Per year
Living expenses (food, clothing, etc.)		
Rent for apartment/house		
Health insurance and pension insurance		
Other insurances		
Private car		
Reserves for holidays, etc.		
= Total for private expenses		

12. Capital requirements and Financing

	Total costs	Financing costs per year
1. Long-term investments		
Property and buildings		
Construction/Reconstruction measures		
Machinery and equipment		
Furnishing, office equipment		
Company vehicles		
One-time patent, license, or franchise fees		
Interest on long-term investments		
Total long-term investments		
2. Medium and short-term investments		
Material stores and warehouse (initial equipping)		
Raw materials, excipients, and fuel (reimbursement /e.g. Diesel)		
Interest on medium and short-term investments		
Total medium and short-term investments		
3. Required resources / liquidity in the start-up phase		
Required liquidity		
Reserve for unexpected events		
Total liquidity required		
4. Upfront costs		
Registration, approvals		
Notary, consulting costs		
Education and training costs		
Market launch costs (advertising, etc.)		
Deposit (e.g. rent deposit)		
Total upfront costs		
Total capital required		
Expenditures per year		

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