# BUSINESS PLAN

GROUP MEMBERS

# CONTENTS PAGE

[BUSINESS PROFILE 3](#_Toc446947806)

[OPERATING STRATEGY 4](#_Toc446947807)

[MARKETING PLAN 5](#_Toc446947808)

[FINANCIAL STRATEGY 6](#_Toc446947809)

# BUSINESS PROFILE

* Business Activity
* Business Name & Location
* Business Logo, Slogan and Mission Statement
* Products (Description, Prices and Illustrations/Photos)
* Business Premises (Including Floorplan)

# OPERATING STRATEGY

* Code of Ethics
* Management Roles and Responsibilities
* Business Name Decision
* Regulations
* Taxes
* Employees
* Equipment Required

# MARKETING PLAN

* Target Market
* Competitor Analysis
* Marketing Strategy
* Sales Strategy
* Competitive Advantage

# FINANCIAL STRATEGY

* Sales Forecast
* Start-up Expenditure
* Sources of Finance Considered
* Sources of Finance Chosen
* Insurance