



Business Plan Guide

Part 1: Before writing a business plan

1. Purpose of business plan

A business plan is to raise money and grow your business or just need to figure out if your idea will work. A good business plan guides you through each stage of managing your business.

For the business owner, the plan articulates a thorough definition of the business and the market. The process of writing the plan could assist the business owner flesh out necessary details.

2. Professional business plan format

▶ A business plan should be short and concise, focus on the information the reader needs to know;

▶ Demonstrate with charts to show your key data, it will make your business plan more concise.

Part 2: Main sections of a business plan

When you write your business plan, you don't have to stick to the exact business plan outline, instead, use the sections that make the most sense of your business and your need, a business plan needs to cover below essential sections:

1. Executive Summary

Start with an executive summary of the key points and purpose of the plan. The executive summary of your plan should briefly introduce your company mission and objective, explain your products/services and the reason that you create this company. You should also include the investment environment and high-level growth plans to seek investment.

2. Company Description

Use your company description to provide detailed information about your company or business. You should come up with both short-term and long-term objectives and list out the consumers, organization, or business your company plans to serve. Explain the competitive advantages that will make your business success, your company description is a place to boast about your strength.

3. Business model analysis (SWOT analysis)

You will use this section to demonstrate and analyze your business model from four perspectives.

You should identify potential opportunities and threats in Pacific Islands, analyze the strength and weakness of your business model. The plan should include how your company could seize the opportunities and deal with the risks and threats. This is a critical part of your plan because if this section fails to pull investors into the plan, nothing that follows really matters.



4. Marketing Analysis

You will need a good understanding of market outlook. This section must demonstrate that you understand the market, the potential for growth and how to position your products and services profitably. You also must write about the competition and market trends of your target market. The marketing analysis should explain how the products and services go to market. For more details, you should include below:

- ▶ Information about projected growth, potential changes in consumer demand and anticipated trends;
- ▶ Identify your customer needs;
- ▶ Market size of your target, if the market research shows that the market has been shrinking, a decision to enter or continue in the market should be supported by research indicating a prediction for further growth.

5. Operation Plan

Describe the business operations in your target market. If you provide services, describe how services are delivered by using flow charts and diagrams to show the process in detail. Include the timeline of operation, as well as the number and location of your offices and facilities. Identify your suppliers and partners and describe any major agreements you have with them.

6. Sale Strategy

This part should outline your current and future sale strategy, with a focus on how your strategy will attract customers. Make sure you have a clear idea of your target customers, what they like and what they expect from your business. This will make your sale strategy more accurate and applicable to your target audience.

7. Competitive Analysis

Analyze the competitors in your target market and figure out what successful competitors do. For more details, you should identify and list your competitors and their strength and weakness, and then benchmark yourself. Then your company needs to focus on how you can compete for a high market share.

8. Financial Analysis

Clear and realistic financial information will convince others to invest your endeavor. Prepare detailed proforma income statements for recent years and high level (quarterly) statements for years. It will need to estimate revenues, cost of goods sold, expenses and taxes to come up with estimated profit after tax.

9. Appendix

The information supporting projections, strategies and assumptions made in a business plan will be found within the body of each section of it. An appendix usually contains financial information that investors need when making decision.

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