

Business Name

Company Slogan/Statement

Entrepreneur(s) name:

Course: LCA – VPG – Enterprise 1

Business Plan / Enterprise Task Report

Date: 1st May 2009

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Personal Profile

- Age
- Where you go to school
- Subject
- Year
- Interests / Hobbies
- Personal skills / qualifications
 - how will this make your business successful, what skills do you have that will make this business a success? e.g. leaderships skills / ECDL qualifications
- Group Skills
- What skills do I need to improve to make business idea work?

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My Business, Educational & Personal Aims

- Business Aims
 -
- Educational Aims
 -
- Personal Aims
 -

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My Plan - Business Profile

- Explain your business idea
- Explain your type of business – product / production / live production / live performance / investigation / service / event
- Why you selected your business
- What alternatives did you consider?
- How your business will satisfy a consumer need
- Who is responsible for what within your business – are you working on your own or with a partner?
 - Details of my role & duties involved as part of my role
- What other subjects will you find helpful while running your business?
- Resource Assessment (e.g.. People, equipment, finance etc)
 - Resources I have
 - Resources I need

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Planning Ahead: Time Management Plan

| What tasks I need to do... | To be finished by... | Who is responsible for this task? | Who will help me with this task? | Time needed to do this task |
|---|----------------------|-----------------------------------|----------------------------------|-----------------------------|
| e.g. market research | e.g. October | Me | Mentor | |
| e.g. whole visit / source products | | | | |
| e.g. start selling my product / service | | | | |
| | | | | |
| | | | | |
| Finish | May | Me and my partner | Teacher | |

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Start up Costs

| Item | Where I will buy this | Cost of item |
|-------|-----------------------|--------------|
| | | € |
| | | € |
| | | € |
| | | € |
| TOTAL | | € |

| Where I will obtain funding to meet my start-up costs | Amount |
|---|--------|
| Grant | € |
| Friends | € |
| Start – up organisations | € |
| Bank | € |
| Credit Union | € |
| Relatives | € |
| Personal savings | |
| TOTAL | € |

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How I got my information

Market Research

- Describe type of research, for example on line searches, surveys, questionnaires, personal contact
- Who did you talk to / write to / visit / see about your idea?
- Where did you visit to research your idea?

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Market Research Results

- Are customers interested in buying your product/service?
- How often would they buy your product/service?
- Where would they buy it?
- How much are they willing to pay?
- Are there any changes you should make to your product/service to make it more attractive to customers
- Please use a bar chart to demonstrate this data

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Consumer Profile & Target Market

Gender e.g. female

Age Range e.g. 15-17

Interests / Hobbies e.g. fashion

Location e.g. local area

Population e.g. 100 girls in 5th year

Income (average income per week, include part time job/pocket money)

Buying behaviour e.g. impulse buyer / bargain hunter

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Competition

| Competitor | Price | Location | Quality |
|------------------------------|-------|----------|---------|
| e.g. Local shop/service | | | |
| e.g. Nationwide shop/service | | | |
| e.g. Online shop/service | | | |

Competitive Advantage

- 1.
- 2.

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How I did my task – Manufacturing / Sales process

Describe the development your product / service from start to finish

PRODUCT

- Where you get raw materials
- Describe how you manufacture your product
- How long does it take to make one unit

SERVICE

- Describe all tasks involved in producing your service
- How long does each task take
- How does your customer feel after using your service

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4 Ps of Marketing

Product / Service:

- Detail your product / service
- Include any photos or graphs of product / service in action

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4 Ps of Marketing

Place:

How are you going to get your product / service to your target market? Where are you going to sell your product / service?

Price:

How did you come up with the price?

How does it compare with your competitors?

What is your pricing strategy?

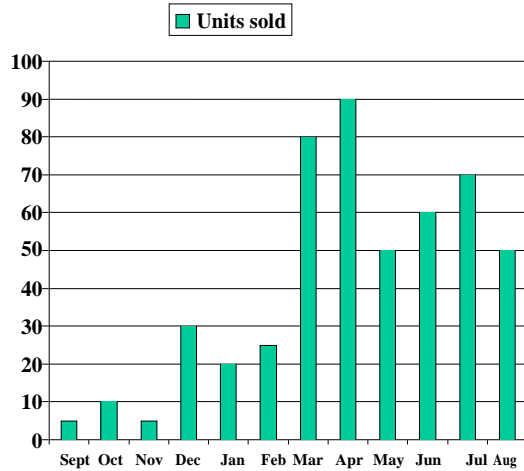
How does your price relate to your target market?

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Monthly Sales Projection

Chapter 13

| Month | Units Sold |
|-----------|------------|
| September | |
| October | |
| November | |
| December | |
| January | |
| February | |
| March | |
| April | |
| May | |
| June | |
| July | |
| August | |



Total =

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Income and Expenditure

| <u>Income</u> | Sept | Oct | Nov | Dec | Jan | Feb | Mar | Total |
|------------------------|------|-----|-----|-----|-----|-----|-----|-------|
| | | | | | | | | |
| | | | | | | | | |
| | | | | | | | | |
| | | | | | | | | |
| = Total Income(A) | | | | | | | | |
| <u>Expenditure</u> | | | | | | | | |
| | | | | | | | | |
| | | | | | | | | |
| | | | | | | | | |
| | | | | | | | | |
| | | | | | | | | |
| | | | | | | | | |
| | | | | | | | | |
| | | | | | | | | |
| = Total expenditure(B) | | | | | | | | |
| Net Cash(A-B) | | | | | | | | |
| Opening Cash | | | | | | | | |
| Closing Cash | | | | | | | | |

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4 Ps of Marketing

Promotion: how are you going to attract your target market? What methods will you use? Use table below

| Promotion Method | Promotion Place | Target Consumer (age, gender, location) | Cost |
|------------------|-----------------|--|------|
| | | | |
| | | | |
| | | | |

Company Logo:

Add company logo where possible

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Economics of One Unit

| | | |
|--|-------------------------|------------------|
| Definition of One Unit | e.g. one necklace | |
| Selling Price per Unit | | €1.00 (A) |
| | (Beads) €0.20 | |
| | (String) + €0.09 | |
| | (Clasp) + €0.05 | |
| Materials (if applicable) | = €0.34 (b) | |
| Total COGS Per Unit (a+b) | €0.34 (D) | |
| Other Variable Costs (outgoing shipping, packaging, commissions) | €0.02 (C) | |
| Total Costs (D+C) | | €0.36 (E) |
| Gross Profit Per Unit (A-E) | | €0.64 |

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Trading Profit & Loss Account Year Ended XX/04/08

| | | |
|-----------------------------|-------|---|
| Total sales for the year | a | € |
| Less total variable costs | b | € |
| Gross profit | a-b=c | € |
| Less fixed costs / expenses | d | € |
| Net profit/loss | e-f=g | € |

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Quality

- The quality control system I have decided to use is
 - E.g. 100% sampling, batch sampling, random sampling

Health & Safety

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**What I made and how suitable it is for its
purpose (product)** *delete slide if you are not selling a
product*

•Decision making process

- What type of decisions
- What were the most difficult/easiest
- How did you make decisions

•Problem solving methods

- What problems did you have
- Were you able to solve them
- How did you solve the problems

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**The service I delivered and how it turned
out (service)** *delete slide if you are not offering a
service*

•Decision making process

- What type of decisions
- What were the most difficult/easiest
- How did you make decisions

•Problem solving methods

- What problems did you have
- Were you able to solve them
- How did you solve the problems

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How I will liquidate my company

- Company products
- Clearing stock
- Closing down accounts
- Pay outstanding debts (creditors/loans)
- Distribution of profits
- Produce a Profit & Loss Account & Balance Sheet

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What I learned from doing my task

- What have you learnt during the NFTE programme?
- What did you do well?
 - What didn't work well for you
 - Skills I have learnt
- If you were to do it all over again what would you do differently? How would you do it?
- Analyse the successes achieved during the enterprise programme
- Analyse the problems encountered & how these were overcome
- Did you make any mistakes in your decision making?

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What Other Subjects Helped Me

| Subject | How it Helped |
|---------|---------------|
| | |
| | |
| | |
| | |
| | |
| | |

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Future Plans

- What are your plans for the future, personally and for your business?
- What is your future career choice based on your experience of the enterprise

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Corporate Social Responsibility Policy (optional)

- Describe how your business will give back to the community, care for the environment or support a cause that you believe in.

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Thank You:

- Teachers
- Guest Speakers
- Classroom visitors
- Customers
- Judging Panel

For your consideration of (Enter company name)

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