Basic Business Plan
SCORE

What is your Vision? (for your Business)

What problem are you solving?

What will you offer or sell? (Product or Service)

Who will buy it and why?

How many different customers do you have?
(Are they the same each year?)

What will you charge for your offerings?

How will you get paid?
(Cash, check, credit card, other)

Can you think of other ways to make money from this venture?

How will you deliver your product or service to the customer?

Who is your competition?
(Name 3 to 4 competitors)

How will customers learn about your business?
(Advertising & sales promotion)

Do you have enough money?
(Or do you know how to get money if needed?)

I am successful if I have achieved the following goal? (How long will it take to reach this goal?)

What are your biggest, Challenges or Threats?

What is your solution to the challenges?

What are your Financial Objectives?

What are your Milestones and Timelines?

Describe in 25 words or less the nature of your Business (Elevator speech)

SWOT Analysis

SCORE

(Please list 3 topics in each category)

Internal Forces	
Strength *Helpful*	**Weakness** *Harmful*
(e.g. Competence, Experience, Knowledge Resources, Advantages, Mentor, Well rounded experienced management team, Business Know-How, Financing)	(e.g. Disadvantages, Gap in Experience Financial Aspect, Geographical Factors Reliability, Trust, Loss of Key Staff)
External Forces	
Opportunities *Helpful*	**Threats** *Harmful*
(e.g.. Strategic Alliances, Partnerships Import - Export, Product development New Markets Innovation / Technology)	(e.g. Loss of Alliance, New Competition, Price Issues, Strong Competition Adverse negative government regulation, New Products & Innovation)

Note:
e.g. = For Example
See next page for more SWOT Analysis description

SWOT Analysis some insight:

Internal and External Factors

Every SWOT Analysis starts the overall approach thinking in facts through two high level points of view.

- **Internal Factors** – The Strengths and Weaknesses of the subject of analysis are always internal factors. In business context may include financials, talent , machinery, equipment, systems, and intellectual property. Also they can include intangibles as culture, leadership and patents. The analysis of strengths and weaknesses from and internal standpoint will be objective, and need to be assessed within a context or boundary. The analysis will focus on the advantages or disadvantages created by this internal entities.

- **External Factors –** Threats and Opportunities are always external factors. These are external elements influencing the subject of analysis. The entities involved might include market behavior, demographics, partners, suppliers, global economy, political and environmental policies, etc. The analysis will focus on new business opportunities and space for growth. Also the factors that can erode current areas of excellence or block new opportunities.

After identifying these external and internal factors the analysis will try to combine them to reach conclusions. Questions that analysts will need to answer:

- How to use our Strengths to:
  - take advantages of new opportunities.
  - block possible threats.
  - minimize the risk of our weaknesses.
- How to treat our Weaknesses to:
  - reduce their impact in the future.
  - eliminate their source.
- Which opportunities provide the best ROI
- Which Threats have higher probability of occurrence and which damage can they cause.