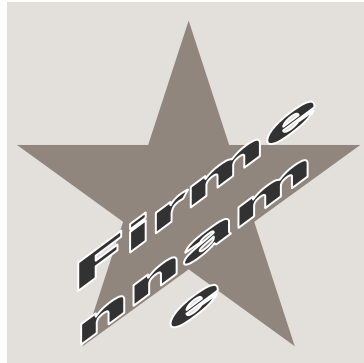


Business Plan



[Company logo]

Company name

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Postcode town

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info@masterplans.ru

www.masterplans.ru

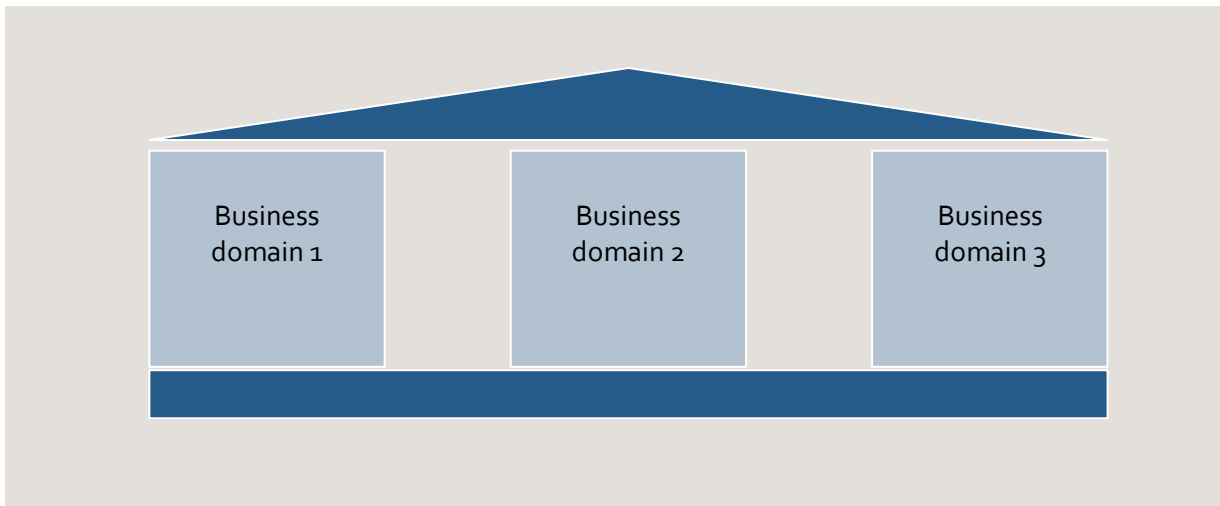
1. SUMMARY	4
1.1. Business Idea	4
1.2. Business Domain/Market Performance.....	4
1.3. Sales Organization.....	4
1.4. Growth Potential of the Market	4
1.5. Managers.....	4
1.6. Financial Needs/Conditions.....	4
2. COMPANY AND CORPORATE STRATEGY	5
2.1. The Company	5
2.1.1. Historical background	5
2.1.2. Initial financing.....	5
2.1.3. Current situation	5
2.1.4. [Specific financing].....	5
2.2. Company Strategy.....	5
2.2.1. Vision	5
2.2.2. SWOT analysis	5
2.2.3. Strategy	5
3. PRODUCTS/SERVICES	6
3.1. Product Portfolio	6
3.2. Positioning	6
3.3. Price Segment	6
3.4. Quality Standard	6
3.5. Additional Services	6
3.6. Product Life Cycle.....	6
4. MARKET/CLIENTS	7
4.1. Market Overview	7
4.2. Success Factors for Future Development	7
4.3. Clients	7
4.4. Own Market Position	7
4.5. Porters Five Forces	7
5. COMPETITION	8
5.1. Name of Competitor Company 1]	8
5.1.1. Profile	8
5.1.2. Target markets.....	8
5.1.3. Market position	8
5.1.4. Distribution	8
5.1.5. Competitive advantages/disadvantages	8
5.1.6. Identifiable strategies.....	8
5.2. [Name of Competitor Company 2].....	8
5.3. [Name of Competitor Product 1].....	8
5.3.1. Range of products	8
5.3.2. Product characteristics.....	8
5.3.3. Additional services	8
5.3.4. Prices, payment terms.....	8
5.4. [Name of Competitor Product 2].....	8
6. MARKETING	9
6.1. Marketing Strategy.....	9
6.2. Strategic Principles.....	9
7. PRODUCTION/SUPPLY/PROCUREMENT	10
7.1. Means of Production.....	10

7.2.	Production Technology.....	10
7.3.	Capacities and Bottlenecks	10
7.4.	Key Suppliers.....	10
7.5.	Commodity Markets.....	10
8.	RESEARCH AND DEVELOPMENT	11
8.1.	Sources of Expertise	11
8.2.	Innovation Policy	11
8.3.	Current Development Projects.....	11
8.4.	Planned Development Projects.....	11
8.5.	Product and Trademark Protection.....	11
9.	LOCATION/ADMINISTRATION.....	12
9.1.	Company Domicile	12
9.2.	Taxes.....	12
9.3.	Expansion and Development Potential	12
9.4.	Administration.....	12
10.	INFORMATION AND COMMUNICATION TECHNOLOGY (ICT)	13
10.1.	ICT Strategy	13
10.2.	Hardware and Software.....	13
10.3.	Communication.....	13
10.4.	ICT Investments.....	13
10.5.	Security.....	13
11.	MANAGEMENT/MANAGEMENT TOOLS/ORGANIZATION.....	14
11.1.	Management.....	14
11.1.1.	Management team.....	14
11.1.2.	Management principles.....	14
11.1.3.	Staff recruitment.....	14
11.1.4.	Salary policy.....	14
11.1.5.	Training and development.....	14
11.2.	Management Tools.....	14
11.2.1.	Strategic management tools.....	14
11.2.2.	Operational management tools.....	14
11.2.3.	Management Information System (MIS).....	14
11.2.4.	Risk management	14
11.2.5.	Staff controlling	14
11.3.	Organization	14
11.3.1.	Procedural organization	14
11.3.2.	Functional organization.....	14
12.	RISK ANALYSIS.....	15
12.1.	Strategic Risks.....	15
12.2.	Market Risks.....	15
12.3.	Financial Risks	15
12.4.	Operational Risks	15
13.	FINANCE.....	16
13.1.	Long-Term Planning.....	16
13.1.1.	Target balance sheet.....	16
13.1.2.	Target profit and loss	16
13.1.3.	Target cash flow statement.....	16
13.2.	Short-Term Planning	16
13.2.1.	Budgeted liquidity.....	16
13.2.2.	Detailed planning	16

1. Summary

1.1. Business Idea

1.2. Business Domain/Market Performance



1.3. Sales Organization

1.4. Growth Potential of the Market

1.5. Managers

	Function	Department	Background/Training	...
First name Last name				
...				

1.6. Financial Needs/Conditions

2. Company and corporate strategy

2.1. The Company

2.1.1. Historical background

Date of foundation:

Founder:

Deposits:

Key successes/failures and changes/strategic realignment

2.1.2. Initial financing

Successful idea, experiences, uniqueness, empowerment, lessons learned

2.1.3. Current situation

Legal structure

Shareholding structure



Facts & figures

	[Year 1]	[Year 2]	[Year 3]
Sales revenue			
Profits			
Cash flow			
Number of employees			
Operating units			
Points of sale			
...			

Strengths and weaknesses

Strengths	Weaknesses
+	-
+	-
+	-
+	-

2.1.4. [Specific financing]

Necessity

Strategic objectives

Development of capital structure

2.2. Company Strategy

2.2.1. Vision

2.2.2. SWOT analysis

2.2.3. Strategy

3. Products/Services

3.1. Product Portfolio

Our products/services	How do clients benefit?	Do they meet a strong client need?
Product 1		
Product 2		
Service 1		
...		

→ Various inserts

3.2. Positioning

3.3. Price Segment

3.4. Quality Standard

3.5. Additional Services

3.6. Product Life Cycle

4. Market/Clients

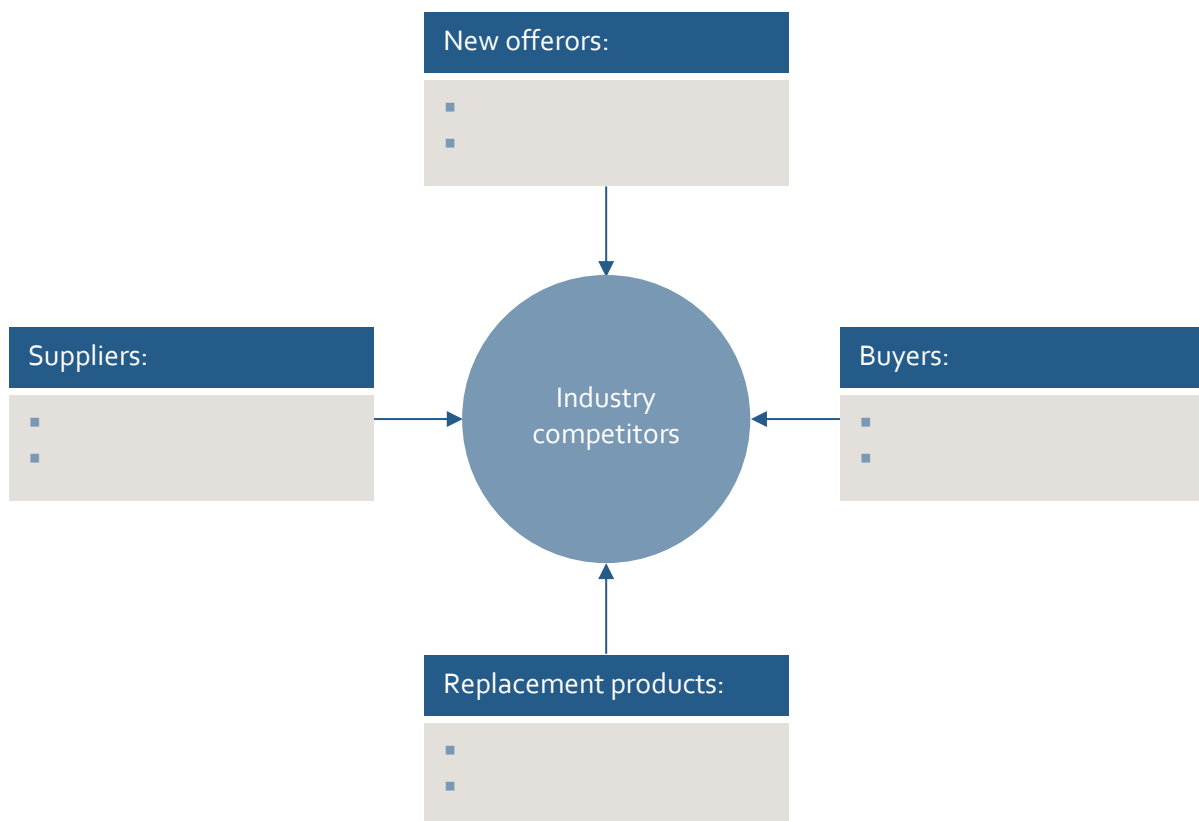
4.1. Market Overview

4.2. Success Factors for Future Development

4.3. Clients

4.4. Own Market Position

4.5. Porters Five Forces



5. Competition

5.1. Name of Competitor Company 1]

5.1.1. Profile

Name, location, business, number of employees

5.1.2. Target markets

5.1.3. Market position

Sales, market shares, profitability

5.1.4. Distribution

Location of branches, warehouses, sales organizations

5.1.5. Competitive advantages/disadvantages

5.1.6. Identifiable strategies

5.2. [Name of Competitor Company 2]

...

5.3. [Name of Competitor Product 1]

5.3.1. Range of products

Width, depth, alignment with demand

5.3.2. Product characteristics

Reliability, design, longevity, function

5.3.3. Additional services

Application consultation, service, guarantee

5.3.4. Prices, payment terms

5.4. [Name of Competitor Product 2]

...

6. Marketing

6.1. Marketing Strategy

What is the benefit for the client?

What is the benefit for the company?

6.2. Strategic Principles

Cost leader, differentiation, or focus

7. Production/Supply/Procurement

→ Value chain

7.1. Means of Production

7.2. Production Technology

7.3. Capacities and Bottlenecks

7.4. Key Suppliers

7.5. Commodity Markets

8. Research and Development

8.1. Sources of Expertise

8.2. Innovation Policy

8.3. Current Development Projects

8.4. Planned Development Projects

8.5. Product and Trademark Protection

9. Location/Administration

9.1. Company Domicile

9.2. Taxes

9.3. Expansion and Development Potential

9.4. Administration

10. Information and Communication Technology (ICT)

10.1. ICT Strategy

10.2. Hardware and Software

10.3. Communication

10.4. ICT Investments

10.5. Security

11. Management/Management Tools/Organization

11.1. Management

- 11.1.1. Management team
- 11.1.2. Management principles
- 11.1.3. Staff recruitment
- 11.1.4. Salary policy
- 11.1.5. Training and development

11.2. Management Tools

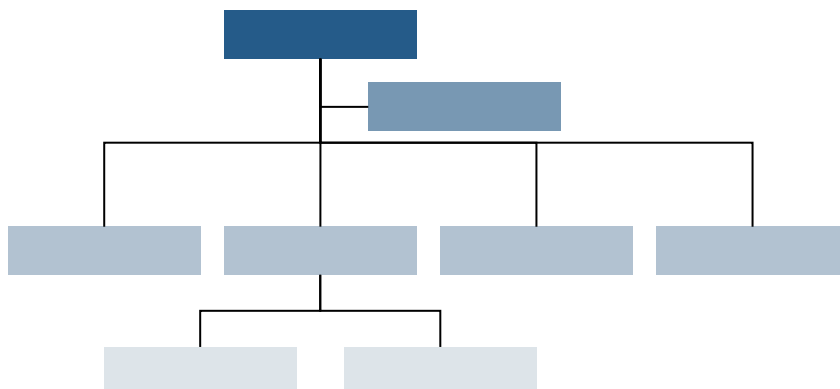
- 11.2.1. Strategic management tools
- 11.2.2. Operational management tools
- 11.2.3. Management Information System (MIS)
- 11.2.4. Risk management
- 11.2.5. Staff controlling

11.3. Organization

- 11.3.1. Procedural organization



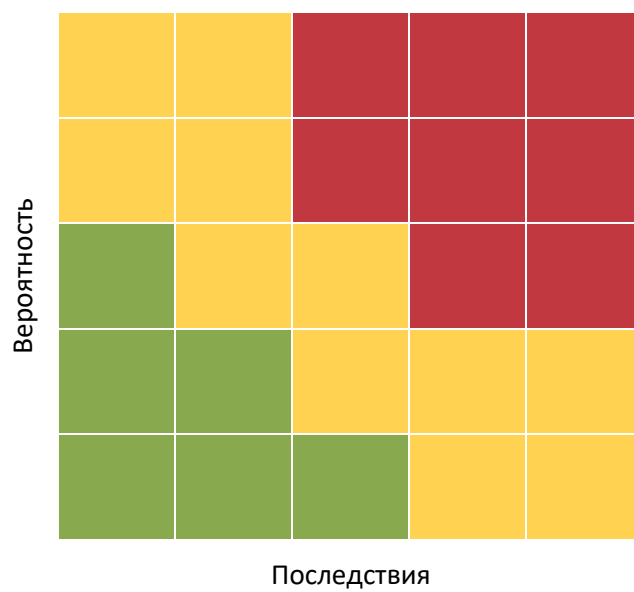
- 11.3.2. Functional organization



12. Risk Analysis

Risk analysis phases

- Identify risks
- Evaluate risks
- Limit risks
- Monitor risks



12.1. Strategic Risks

12.2. Market Risks

12.3. Financial Risks

12.4. Operational Risks

13. Finance

13.1. Long-Term Planning

- 13.1.1. Target balance sheet
- 13.1.2. Target profit and loss
- 13.1.3. Target cash flow statement

13.2. Short-Term Planning

- 13.2.1. Budgeted liquidity
- 13.2.2. Detailed planning