



## **Application Form for Business Plan Competition-2024**

(Please read the attached Guidelines thoroughly before filling up the Business Plan Template for the Business Plan Competition-2024)

### **Business Plan**

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[Insert Date]

Company name  
Street address 1  
Street address 2  
City, state, ZIP  
Business phone  
Website URL  
Email address

## **1. Executive Summary**

(Write after you've completed the rest of the business plan.) For guidance read the Section 1 of the attached Guidelines.

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## 2. Company Description Worksheet

<b>Business Name</b>	
<b>Company Mission Statement</b>	
<b>Company Philosophy/ Values</b>	
<b>Company Vision</b>	
<b>Goals &amp; Milestones</b>	1. 2. 3.
<b>Target Market</b>	
<b>Industry/ Competitors</b>	1. 2. 3.
<b>Legal Structure/ Ownership</b>	

### 3. Product & Service Description Worksheet

<b>Business Name</b>	
<b>Product/ Service Idea</b>	
<b>Special Benefits</b>	
<b>Unique Features</b>	
<b>Limits and Liabilities</b>	
<b>Production and Delivery</b>	
<b>Suppliers</b>	
<b>Intellectual Property Special Permits</b>	
<b>Product/ Service Description</b>	

#### 4. SWOT Analysis Worksheet

	Strengths	Weaknesses	Opportunities	Threats
Product/ Service Offering				
Brand/ Marketing				
Staff/HR				
Finance				
Operations/ Management				
Market				
<p>Can any of your strengths help with improving your weaknesses or combating your threats? If so, please describe how below.</p>				
<p>Based on the information above, what are your immediate goals/next steps?</p>				
<p>Based on the information above, what are your long-term goals/next steps?</p>				

## 5. Competitor Data Collection Plan

<b>Price</b>		
<b>Benefits/Features</b>		
<b>Size/profitability</b>		
<b>Market strategy</b>		

Once you've identified your major competitors, use the Competitive Analysis Worksheet on the next page to compare your business to theirs.

## 6. Competitive Analysis Worksheet

For each factor listed in the first column, assess whether you think it's a strength or a weakness (S or W) for your business and for your competitors. Then rank how important each factor is to your target customer on a scale of 1 to 5 (1 = very important; 5 = not very important). Use this information to explain your competitive advantages and disadvantages.

FACTOR	Me	Competitor A	Competitor B	Competitor C	Importance to Customer
Products					
Price					
Quality					
Selection					
Service					
Reliability					
Stability					
Expertise					
Company Reputation					
Location					
Appearance					
Sales Method					
Credit Policies					
Advertising					
Image					

## 7. Marketing Expenses Strategy Chart

	Target Market 1	Target Market 2	Target Market 3
One-Time Expenses			
Monthly or Annual Expenses			
Labor Costs			

Download the [Annual Marketing Budget Template](#). Using the information you've gathered, create your annual marketing budget.



## 8. Pricing Strategy Worksheet

<b>Business Name</b>		
<b>Which of the following pricing strategies will you employ? Circle one.</b>		
<p style="text-align: center;"><b>Cost Plus</b></p> <p style="text-align: center;"><i>The costs of making/obtaining your product or providing your service, plus enough to make a profit</i></p>	<p style="text-align: center;"><b>Value Based</b></p> <p style="text-align: center;"><i>Based on your competitive advantage and brand (perceived value)</i></p>	<p><b>Other:</b></p>
<p><b>Provide an explanation of your pricing model selection.</b>          Include strategy info on your major product lines/service offerings. List industry/market practices and any considerations to be discussed with your mentor.</p>		

## 9. Distribution Channel Assessment Worksheet

	Distribution Channel 1	Distribution Channel 2	Distribution Channel 3
Ease of Entry			
Geographic Proximity			
Costs			
Competitors' Positions			
Management Experience			
Staffing Capabilities			
Marketing Needs			

## 10. Management Worksheet

<b>Bio/s</b>	
<b>Gaps in Management or Experience</b>	
<b>Advisors</b>	

## 11. Organization Chart

