

The business

Name

Date

Entrepreneur (team)

The business idea

- The needs

Market analysis

Our information sources

Typical customer

Who are they and my (our) advantage?

Competition

Competitive Advantage

Marketing plan

Marketing mix

Price

Placement

Promotion

Typical customer

Our vision

Our main goals

- Goal 1
 - Activities
- Goal 2
 - Activities
- Goal 3
 - Activities

Sales Projection 2017

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

Salesplan

	2017	2018	2019

Financial plans

Operating costs (years)

	2017	2018	2019
Costs total			

Outcome

	2017	2018	2019
Income			
- Variable costs			
- Fix costs			
= Outcome (EBITDA)			
- Interests, depr.			
= Outcome before tax			
- Tax			
Outcome (profit)			

Takk!