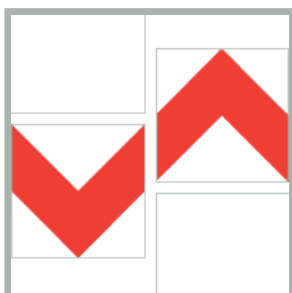




## business plan



### characteristics

country:	
period:	
type:	tool
role:	consultant and manager
activity:	design and plan
topic:	strategic management, technology & operations and finance & accounting
abstr. level:	organisation
perspective:	rational
status:	final
module:	classics I
comments:	2

### description:

A business plan provides a structure to deepen and strengthen a business idea or to develop in more detail the broad actions that have arisen during a strategic planning exercise. It helps to reveal gaps in available information. It forms the basis on which a business concept can be realised, a low-cost dry run for the real thing plus a communication tool for stakeholders.

Any business concept needs to address three key questions:

1. what problem does the concept solve?
2. what is the target market?
3. how will the concept make money?

A new enterprise matures based on the quantity and quality of three ingredients:

1. the business idea;
2. management team;
3. capital.

In later stages of the company, a business plan becomes a tool to help management to think about the strategic rather than the operational day-to-day side of the business. It allows management to measure progress and to evaluate assumptions underlying the business plan.

### assets:



sample financial model telco

ProvenModels • editor PM • version 0.3 • 1 MB

### references:

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<http://www.businessplanarchive.org/>  
United States
- Ernst & Young Guide to Producing a Business Plan  
[http://www.techventures.org/resources/docs/Outline\\_for\\_a\\_Business\\_Plan.pdf](http://www.techventures.org/resources/docs/Outline_for_a_Business_Plan.pdf)  
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United States