



Business Advisory & Structuring

WORKING PAPER

Business Plan – Structuring

1. Introduction – Entrepreneur & Idea
- 2. Business Modelling**
3. Financial Modelling

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Client:	Business Architect	Date:
		Version:



Preparation Business Concept

A EXECUTIVE SUMMARY BUSINESS VENTURE

Domicile (Country / City) Type (Service, Production, Trade) Industry / Sub Industry Year of set-up / Foundation Legal Entity Capital Legal Requirements (Licences) Status (Idea, Planning, Start-Up, Operation)		

Business Model (Graphic)

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Unique Selling Point

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Requirement Ask – Purpose for Presentation

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B. MARKETING & CLIENTS

Target Clients & Client profiling

Gender: Age: Race: Domicile: Income: Profession: Family Status: Habits: Lifestyle:	

Brand Development (Price, Value Add, Features, Quality, Service, Emotions)

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Pricing Strategy & Range

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Marketing Channels (Online & Offline)

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Messages Sales Argumentation

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C. OPERATIONS

SIPOC

Supply		
Inputs		
Processing		
Outputs		
Customers		

List of Staff / Qualifications / Capacities /Capabilities

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Sourcing & Markets

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Processes & Value Add

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Complexity & Dependencies

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D. MANGAEMENT & OTHER

Management Capabilities

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Business Capabilities

	<p>Management Strategies</p> <p>R&D Innovation</p> <p>Public Relations Branding</p> <p>Finance Controlling</p> <p>Sales & Marketing Client Relations</p> <p>IT Technology Automation</p> <p>Sourcing & Logistic Procurements</p> <p>Operation Controls</p> <p>— Have - - - Needed</p>
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Vision & Potential

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Resources required

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E. RISK & INVESTMENT

SWOT

Strengths:	Weaknesses:
Opportunities:	Threats:

Risk Evaluation (Nil - Unknown - Low - Medium – High)

Environment		
Management		
Operation		
Trends		
Collateral		

Investment Plan

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Funding Plan

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Terms & Conditions of Investment (Collaterals)

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