

# **Business Advisory & Structuring**

# WORKING PAPAER

**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)

# Unique Selling Point

#### Requirement Ask – Purpose for Presentation

#### **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)

## Pricing Strategy & Range

# Marketing Channels (Online & Offline)

# Messages Sales Argumentation

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# C. OPERATIONS

## SIPOC

Supply	
Inputs	
Processing	
Outputs	
Customers	

# List of Staff / Qualifications / Capacities /Capabilities

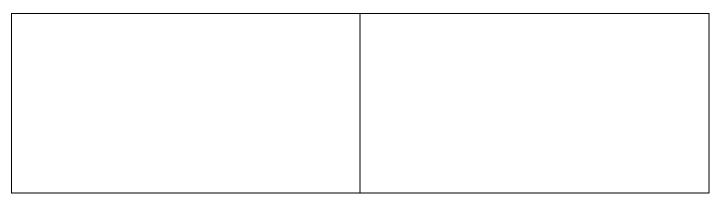
# Sourcing & Markets

## Processes & Value Add

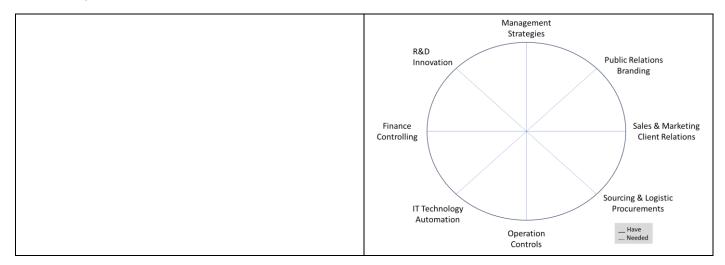
# Complexity & Dependencies


#### D. MANGAEMENT & OTHER

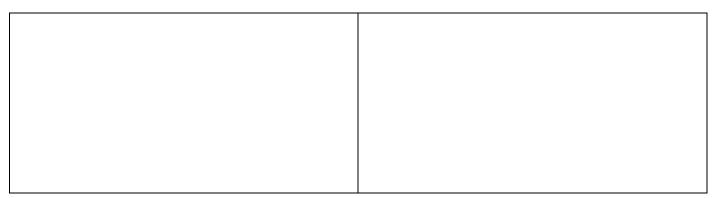
#### Management Capabilities



#### **Business Capabilities**



#### Vision & Potential



#### **Resources required**

# E. RISK & INVESTMENT

#### SWOT

Strengths:	Weaknesses:
Opportunities:	Threats:

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

Environment	
Management	
Operation	
Trends	
Collateral	

#### **Investment Plan**

# Funding Plan

# Terms & Conditions of Investment (Collaterals)