

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

1	

C. OPERATIONS

SIPOC

Supply	
Inputs	
Processing	
Outputs	
Customers	

List of Staff / Qualifications / Capacities /Capabilities

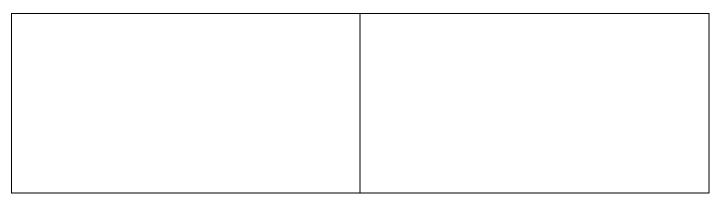
Sourcing & Markets

Processes & Value Add

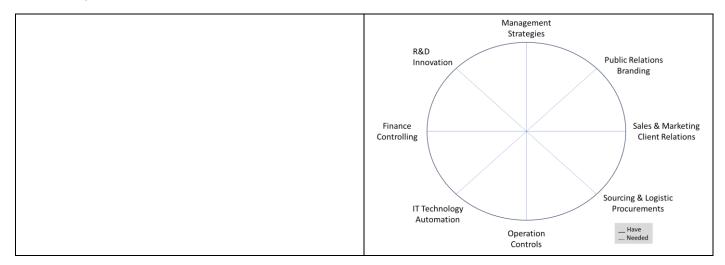
Complexity & Dependencies

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)