

# Writing a Business Plan

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## Primary tabs

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Every successful business has a plan which explains how it will operate. A good strategy can provide the necessary elements for achieving profits and being able to grow your business. Let's find out what you need to create a business plan.

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## A small first quiz to warm up! Exploring points around business plans!

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## There are five stages to go through to successfully compile the main parts of a business plan.

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Go step by step and take notes on all the basics you need to know about your future business endeavour.

Download the File

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## Please read the presentation.

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OR...

If you feel confident enough to come up with a business idea, then you can start from Step 2 (page 8).

After defining your business, take 10 minutes to complete "**The Market**". How large do you think your potential clientele may be?

Tip: You can use one of the ideas you have created with your buddy in the first learning unit in this competence!



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## Refocus on the presentation on Step 4 “Distribution and communication”, then:

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Have a short discussion with your buddy on Step 4. How will you distribute your products/services to your customers? How will you communicate with them?



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## Pick up your colouring pens or open a drawing application and try to create a logo for your new business!

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Think of the colours, text, images you will use...

Test your logo with other buddy teams: can they guess what your business will be offering? It can come in handy to see what your target audience is thinking.

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## Check some local shops that both you and your buddy know of.

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What elements do you believe their business plan includes? Do you believe they have done the work? Compare examples across businesses that you are all aware of.

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