

BUSINESS PLAN Harvard Case Solution & Analysis

ENACTUS IMPERIAL BUSINESS PLAN

If you don't build your own dream, someone else will hire you to build theirs. - Tony Gaskins

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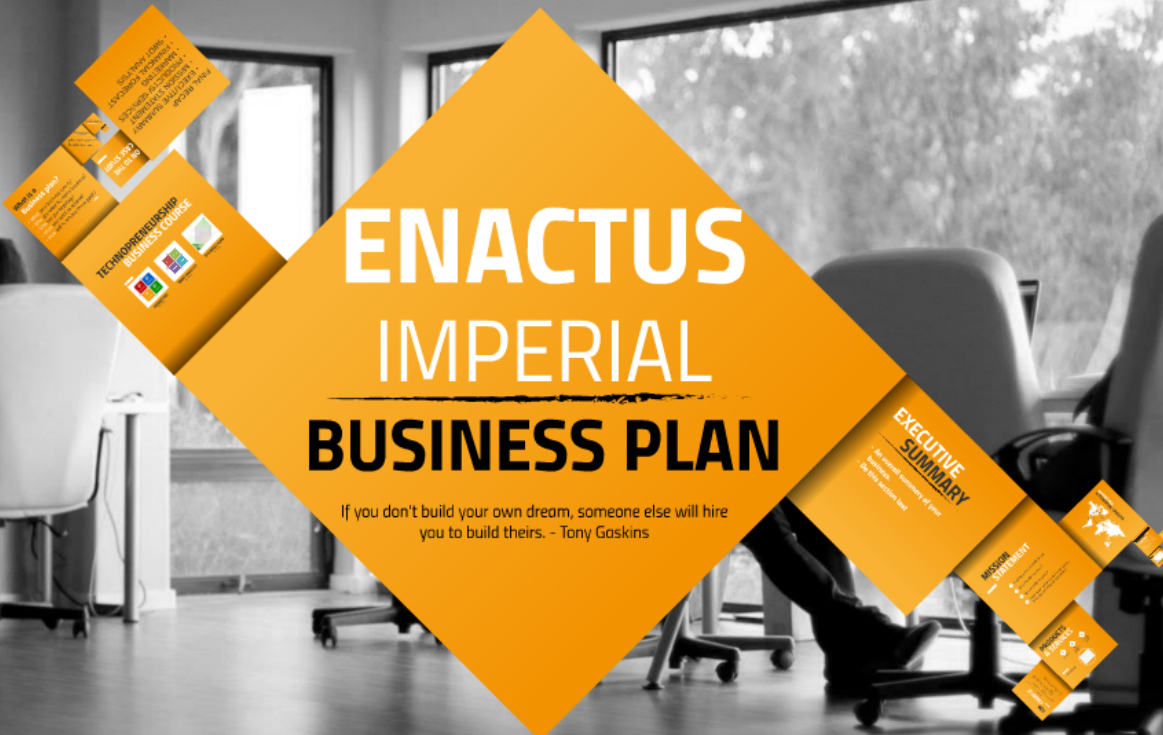


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TECHNOPRENEURSHIP BUSINESS COURSE



MARKETING
SESSION 1



SWOT ANALYSIS
SESSION 2



BUSINESS PLAN
SESSION 3

What is a Business plan?

- What your business idea is?
- Why you want to start a business?
- Who are you targeting?
- What you want to achieve?
- How will to achieve these goals?



Why do we need a Business Plan?

- A selling tool for lenders, investors and banks.
- Describe your business to others
- Uncover weaknesses
- Plan out effective resource allocations



What is included in a Business Plan?

- Executive Summary
- Mission Statement
- Products/ Services
- Marketing Strategy

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 - Financial Forecast
 - SWOT Analysis