



Business plan Harvard Case Solution & Analysis

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Market  
Marketing plan

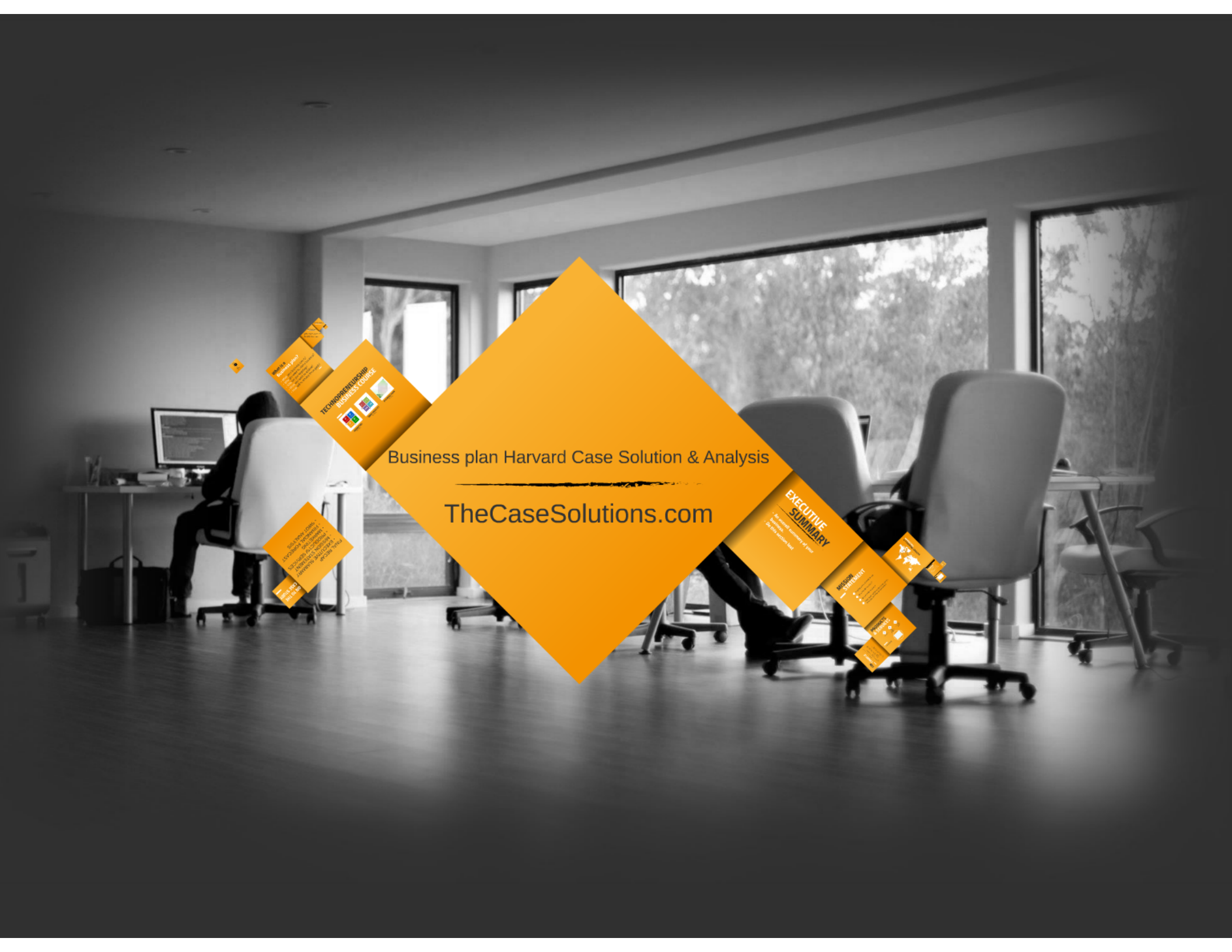
TECHNOLOGY PARTNERSHIP  
BUSINESS GUIDE

Business plan  
Executive summary  
Market analysis  
Company description  
Products and services  
Marketing strategy  
Financial projections  
Appendix

EXECUTIVE  
SUMMARY

WORK  
SCHEDULE

PROJECT  
TIMELINE



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TECHNOLOGY PARTNERSHIP  
BUSINESS GUIDE

Business plan  
Executive summary  
Financial statements  
Marketing plan  
Operations plan  
Risk analysis

EXECUTIVE  
SUMMARY

WORK  
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FINANCIAL  
STATEMENTS

MARKETING  
PLAN

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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?

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- 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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- Executive Summary
  - Mission Statement
  - Products/ Services
  - Marketing Strategy
  - Financial Forecast
  - SWOT Analysis