**Product Name:**

**Company Name:**

**Students’ Names and Students’ ID numbers:**

**Executive summary:**

The executive summary is not an introduction; it is an outline of the entire plan, capturing itsessence in a capsulized form. An effective executive summary enables the readers to understandthe entire business concept and what differentiates the project

The executive summary should:

* Explain the basic business model
* Describe the problem the business will solve for customers
* Briefly describe the target market(s), financial highlights (e.g. sales and earnings projections, the dollar amount requested, how the funds will be used)
* Present the project’s competitive advantage.

**Present the project’s competitive advantage Goals and Objectives:**

* *Goals* are broad, long-range statements of what a company plans to do in the distant future that guide its overall direction. Goals answer the question: “Why am I in business?
* *Objectives* are short-term, specific performance targets that are attainable, measurable, and controllable. Every objective should include a technique for measuring progress toward its accomplishment. An objective must have a timeframe for achievement

**Description of the Product:**

This section should describe the company’s overall product line. Students should describe their production process, strategic raw materials required, sources of supply they will use, and their costs

The description of the product should include an honest comparison of the company’s product with those of competitors, citing specific advantages or improvements that make its good unique

**Business and Industry Profile**

This section should provide with an overview of the industry or market segment in which the new venture will operate. It should include information regarding

Industry data such as market size, growth trends, and the relative economic and competitive strength of the major firms in the industry all set the stage for a better understanding of the viability of the new product

**Market strategy and analysis**

An effective market analysis should identify the following

* A clear description of the target market Who are the company’s target customers
* What are their characteristics (age, gender, educational level, income, and others)?
* What do they buy
* Why do they buy
* When do they buy
* Will the business focus on a niche

The marketing strategy section of a business plan identifies and describes the company’s target customers and their characteristics and habits. Defining the target audience and its potential is one of the most important parts of building a business plan.

**Business strategy:**

This section presents the owner’s view of the strategy needed to meet—and exceed—the competition. It addresses the question of how to “get there.” An entrepreneur must explain how he or she plans to gain a competitive edge in the market and what sets his business apart from the competition

**Capital expenditures**

A detailed account of anticipated capital expenditures should reinforce and add credibility to the financial information.

**Description of the Team members:**

A summarize each student’s education, work history and experience. This portion of the plan should show that the company has the right people organized in the right fashion for success. What each of the members will be responsible for? It should document the strengths of key member and can suggest which professor/s can help supervise the project and why