



**Transforming Academic Knowledge to Develop Entrepreneurial Universities in Pakistan
(TAKEUP)
COMSATS University Islamabad, Lahore Campus**

Tentative Business Plan Template for Entrepreneur Students

Name(s) of student(s) _____

Project Title _____

1. Executive Summary

Explain who will purchase your team's product or service, what makes your business unique, how your team plans to grow, which countries your business operates/will operate in the future, and offer the results of your risk/opportunity-analysis.

- A. Who are potential customers:
- B. What makes the business unique:
- C. Plans to grow:
- D. Geographical coverage of your business (countries/cities/villages):
- E. Risk/opportunity analysis:

2. Business Description

Explain information of your industry, mission for the future, unique qualities of your product or service, their value for your customers, and basic financial objectives (sales, market share, and profitability etc).

- A. Industry description
- B. Mission
- C. Unique qualities
- D. Value for customers
- E. Basic financials

3. Marketing

Explain who buys your product or service, your target market, size of that target market and its location, sales projections, offer figures of your industry (real data), and describe the strengths weaknesses of your primary competitors in this industry.

- A. Target market:
- B. Size of the target market and location
- C. Sales projections
- D. Strengths and weaknesses

4. Research, Design, and Development

Explain the research you conducted of your industry and of your team's product or service (what the particular customers' need is), your team's offering, which should be designed to meet those needs, the planned research and development activity in the future, specifications of why this team's product or service is different to those already in the market, and results of your analysis of the potential success (including cost/revenue projections).

- A. Research conducted
- B. Planned R&D
- C. What is new in your product/service which is different than those in the market
- D. Analysis of potential success

5. Operations

Explain actual operations in detail; what types of employees/managers you hire and how many, what types of taxes you need to pay to operate, access to transportation, distance to your supplies/suppliers, and distance to your customers.

- A. What types of team members (employees/managers)
- B. Taxes to be paid.
- C. Access to transportation
- D. Distance to suppliers
- E. Distance to customers

6. Management

Describe the management team members and their roles (why those individuals in your team?), plans to replace these team members if needed (if someone leaves or no more required), include an analysis of salaries paid/to be paid, levels of ownership, investment plans, introduce your firm's organization structure, and explain the legal structure of your firm)

- A. Management team members' roles
- B. Plans to replace if someone leaves
- C. Analysis of salaries
- D. Levels of ownership
- E. Organization structure

7. Financial Plan

Explain where your start-up funding is coming from – as bank loans, equity (selling a part of your business), or from risk investors (business angels or venture capitalists) – as well as how you are going to use those funds, when you will be able to pay them back (if a payback is required), what type of communication you are planning to have with those investors, and if you are willing to gain knowledge from those investors.

- A. Sources of funds
- B. How to use the funds
- C. When to pay back
- D. Communication with investors
- E. What type of knowledge to gain

8. Critical Risks

Explain potential risks before they happen, including price cutting threats (your competitors), unfavourable industry-wide trends, design and manufacturing costs (and their potential changes in the future), sales projections that may not be achieved, and risks that the climate change can cause.

- A. Potential risks
- B. Trends
- C. Design-/manufacturing costs
- D. Sales projections not achieved
- E. Climate change

9. Harvest Strategy

Explain the detailed ideas of how your team keeps functioning (although there can be challenges and team member changes), plans for buying (or not buying) insurances to cover potential unforeseen accidents, the strategies of how to make things better than before (detailed roles of each team member), plans to educate your team members in accordance to the industry needs, and plans for the successor of the business)

- A. How the team keeps functioning
- B. Insurances against accidents
- C. How to make things better than before
- D. Education/the industry trends
- E. Successor

10. Milestone Schedule

Explain your future plans in a precise manner, offer a concrete time schedule and explanations of how to achieve the objectives in that schedule, plan how and how often to monitor the achievements, and offer measurements of how to define an achieved target/objective in your business (in terms of sales etc).

- A. Future plans
- B. Timeline
- C. How to monitor achievements
- D. Measurements of general targets achieved
- E. Measurements of sales targets achieved

DO NOT SHARE YOUR BUSINESS PLAN WITH NON-RELEVANT PEOPLE