



شريك عملك
Your Business Ally

Episode 1

Introduction:

BUSINESS PLAN 101

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What is a BUSINESS PLAN?

A **BUSINESS PLAN** is a road map to your business that guides you to achieve your business goals covering **4** main aspects that include:

- Operation Analysis
- Technical Analysis
- Market Analysis
- Financial Analysis

The BEST method to build a plan is to visualize it from A to Z



BP Canvas

Color Key Table	Operational/ Technical Analysis	
	Market Analysis	
	Financial Analysis	

Company Name:	Business Idea:
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<p>Key Partners</p> <p>Who are our Key Partners? Who are our Key Suppliers? Which Key Resources are we acquiring from partners? Which Key Activities do partners perform?</p>	<p>Key Activities</p> <p>What Key Activities do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue streams?</p>	<p>Value Proposition</p> <p>What value do we deliver to the customer? Which one of our customer's problems are we helping to solve? What bundles of products and services are we offering to each Customer Segment? Which customer needs are we satisfying?</p>	<p>Customer Relationships</p> <p>What type of relationship does each of our Customer Segments expect us to establish and maintain with them? Which ones have we established? How are they integrated with the rest of our business model? How costly are they?</p>	<p>Customer Segments</p> <p>For whom are we creating value? Who are our most important customers?</p>
	<p>Key Resources</p> <p>What Key Resources do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue Streams?</p>		<p>Channels</p> <p>Through which Channels do our Customer Segments want to be reached? How are we reaching them now? How are our Channels integrated? Which ones work best? Which ones are most cost-efficient? How are we integrating them with customer routines?</p>	
<p>Cost Structure</p> <p>What are the most important costs inherent in our business model? Which Key Resources are most expensive? Which Key Activities are most expensive?</p>		<p>Revenue Streams</p> <p>For what value are our customers really willing to pay? For what do they currently pay? How are they currently paying? How would they prefer to pay? How much does each Revenue Stream contribute to overall revenues?</p>		



Business Plan / PITCHDECK STRUCTURE



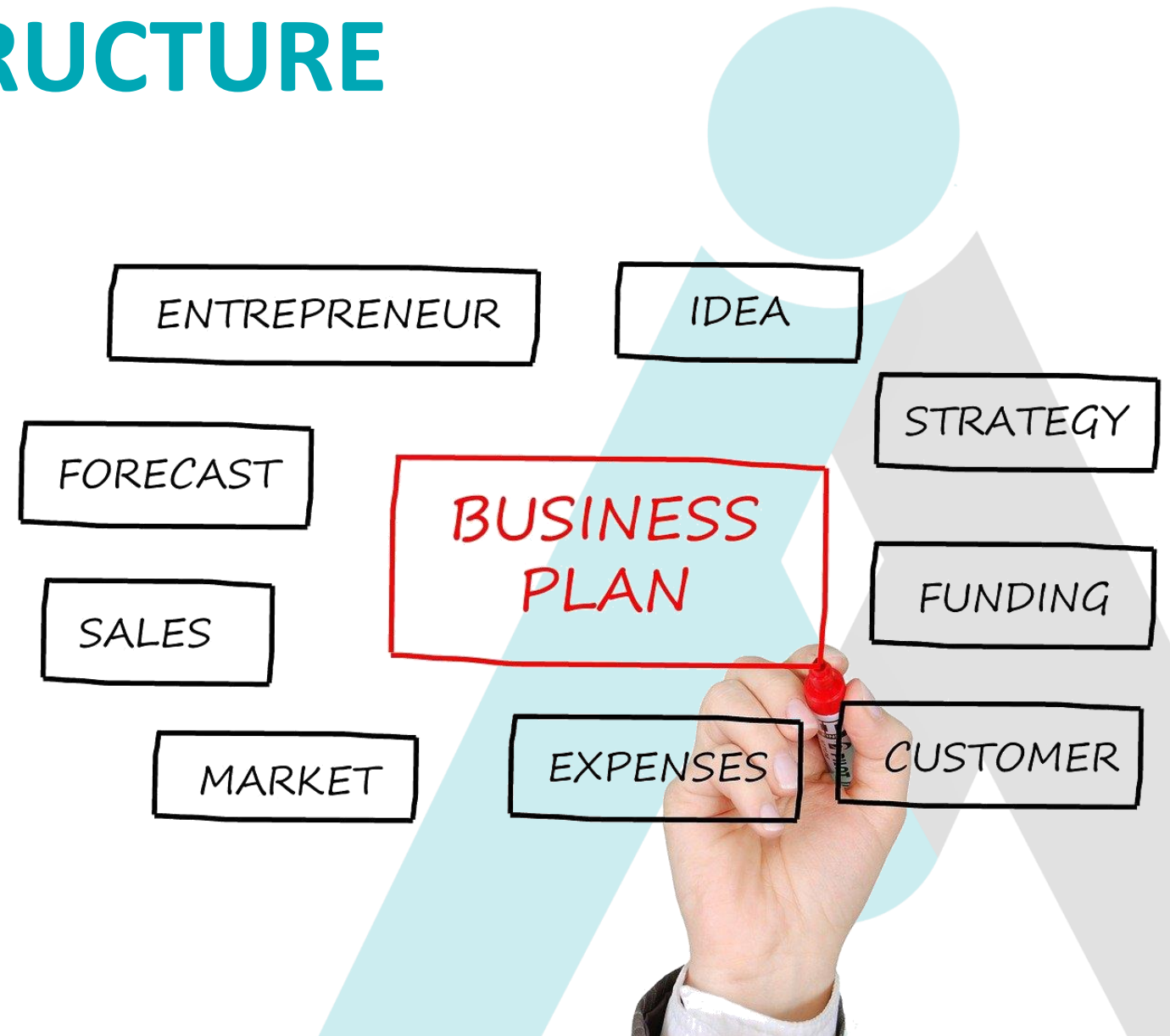
BASE STRUCTURE

1. Executive Summary
2. Product/Services Description
3. Value Proposition/ USP
4. Target Market
5. Marketing Strategy
6. Organizational Workflow
7. Legal Requirements
8. Project Timeline
9. Financial Modeling



DEVELOPMENT STRUCTURE

1. Product/Services Description
2. Value Proposition/ USP
3. Target Market
4. Marketing Strategy
5. Organizational Workflow
6. Legal Requirements
7. Financial Modeling
8. Project Timeline
9. Executive Summary



STEPS TO DEVELOP STRUCTURE

There is a 6-step process that will fulfil you're a Profitable business model, they are as follows in sequential order:

Step 1- The PATH (a.k.a Project briefing)

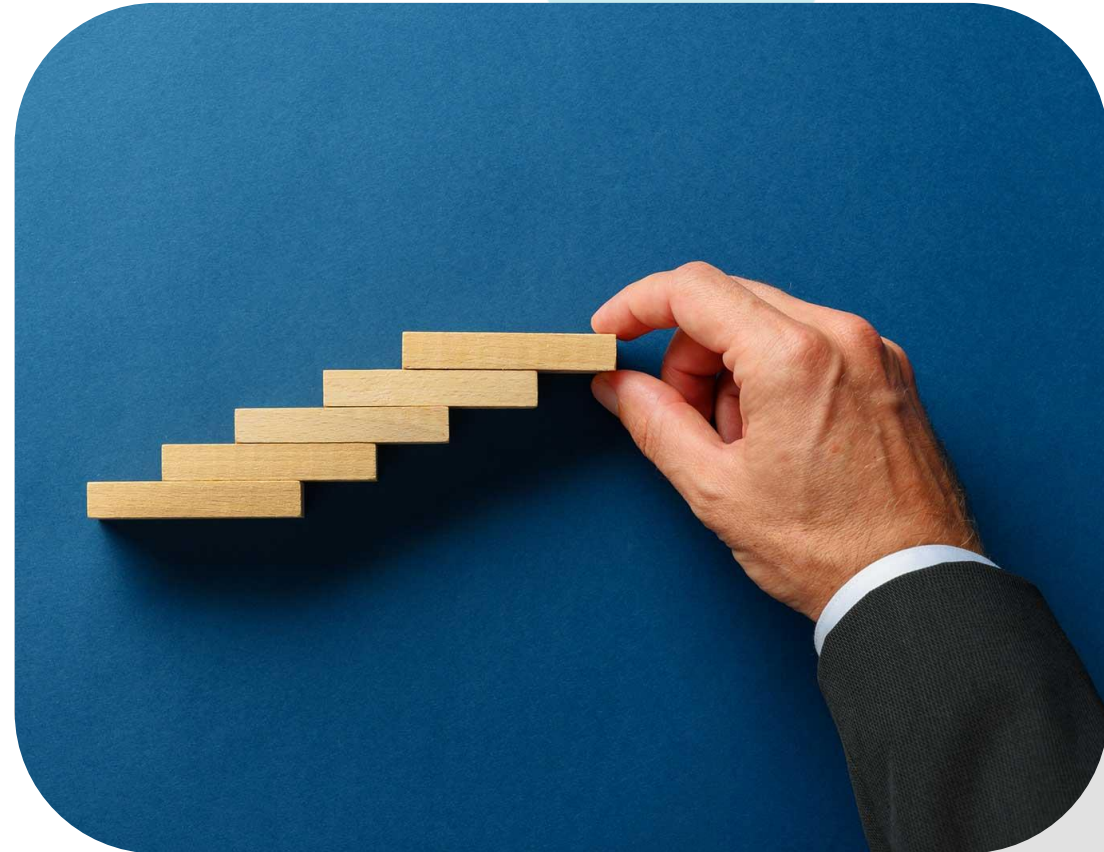
Step 2- The MARKET (a.k.a Market Research)

Step 3 - The PRODUCT (a.k.a Product/ Service FIT Analysis)

Step 4 – THE MANPOWER (a.k.a Resource Allocation)

Step 5 – The MONEY (a.k.a Financial Matrix)

Step 6 The PLAN (a.k.a Business plan) – Road map and timeline



Until Next Time...
(P.S: It will be All About 'Money')

**Stay Tuned for the Next
Episode...**

Thank You...

