*Simplified Business Plan Draft. Put your idea on paper in three pages.*

Name, surname : \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Private address: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

E-mail: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Mobile phone: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Describe your business idea.** What is your business about?\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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**Market need.** ​What need does your business address? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
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**Your solution.** What are your products/services and how will they address market needs? \_\_\_\_\_\_\_\_\_\_\_\_\_\_

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**Competition.** Who else is doing something similar and why are your products/services better?\_\_\_\_\_\_\_\_\_\_\_

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**Target Market.** Who will buy your products/services? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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**Marketing.** How will you convince people to buy your products/services?\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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**Key Performance Indicators (KPIs) .** How would you know if your business is successful? \_\_\_\_\_\_\_\_\_\_\_\_\_

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**You and your team.** Why are you and your team right for leading this business?\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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**How much money will you need to start your business?**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Where will your initial investment come from?**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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**What is this sum composed of?** (e.g.: Purchase of existing business, rental deposit, investment in equipment, establishment fees, purchase of goods and merchandise, cash-flow, first months of wages, unpaid invoices...)

**Initial investment expenses**

| **TYPE OF COST**  | **VAT (TVA) Amount** | **Amount** |
| --- | --- | --- |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
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|  |  |  |
|  |  |  |
|  |  |  |
| **TOTAL** |  |  |

**What are your monthly costs in BUSINESS?** (e.g.: rent, wages, electricity, accounting fees, car, etc)

| **TYPE OF COST**  | **VAT (TVA) Amt Paid** | **Amount per month** |
| --- | --- | --- |
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|  |  |  |
| **TOTAL** |  |  |

**REVENUE How many items of your product/service will you sell per month?**

| **No of Items** | **Type of Product/Service** | **Unit Price** | **VAT (TVA)Amt Received per month** | **Amount per month** |
| --- | --- | --- | --- | --- |
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|  |  |  |  |  |
|  | **←TOTAL→**  |  |  |  |

**BUSINESS INCOME (amount from item/services sold) and EXPENSES (amount on costs made)**

| *Without VAT (TVA)* | **Amount per month** |
| --- | --- |
| **TOTAL INCOME** |  |
| **TOTAL EXPENSES** |  |
| **DIFFERENCE** (profit or loss made) |  |

**VAT (TVA) Calculation**

|  | **Amount per month** |
| --- | --- |
| **TOTAL VAT (TVA) PAID** |  |
| **TOTAL VAT (TVA) COLLECTED** |  |
| **DIFFERENCE** |  |

**How much money do you need to cover your PERSONAL EXPENSES**​ **every month?** (e.g.: rent, food, private car, family expenses…)

| **TYPE OF COST**  | **Amount per month** |
| --- | --- |
|  |  |
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|  |  |
|  |  |
|  |  |
| **TOTAL** |  |

**Additional comments**

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