

## Final report requirements and notifications

# How to Write a Successful Business Plan (BP) The Nine Contents of Writing A Business Plan

A good business plan follows generally accepted guidelines for both form and content. There are three primary parts to a business plan (Business-creation Plan).

- **The first is the *business concept***, where you discuss the industry, your business structure, your particular product or service, and how you plan to make your business a success.
- **The second is the *marketplace section***, in which you describe and analyze potential customers: who and where they are, what makes them buy and so on. Here, you also describe the competition and how you'll position yourself to beat it.
- **Finally, the *financial section*** and conclusion contain your income and cash flow statement, balance sheet and other financial ratios, such as break-even analyses. This part may require help from your accountant and a good spreadsheet software program.

Breaking these three major sections down even further, a business plan (BP) consists of nine key sessions:

## CH 1. Executive summary

- (1) What's background and intentions of a new business creation
- (2) The Main purpose
- (3) The main framework in creating your BP

## CH 2. Business description about your business creation plan

2-1 Your original design

2-2 Michael Porter Five Market Force Analysis

## CH 3. Marketing 6P strategy

## CH 4. Financial Analysis

4-1 What are your financial factors taken into consideration

4-2 How to get your business creation funding, describe your funding plan

4-3 The first three year loss-and-benefit sheet

## CH 5. What are your STP Strategy & Riche strategy

## CH 6. What are your Key Successful Factors in creating your BP

## CH 7. How to construct your business creation team

## CH 8. Business Creation Risk and Risk Management Plan

## CH 9. Conclusion

Please follow the above requirements of writing a BP.