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### **Business plan. Easy guide to write your own Business Plan**

#### **Abstract**

The goal of this concise guide is to explain business economic analysis tools, often perceived as complex, in a simple and accessible way. Creating a business plan is not a particularly difficult task, at least at its basic level. Business planning is fundamental for all types of businesses: an entrepreneur must always know what they want to achieve and how to achieve it, with a tool that helps assess their idea. The main problem is that many aspiring entrepreneurs do not know how to create a proper business plan that effectively structures ideas, evaluates the market, and attracts funding.

*Objective:* To provide a straightforward and clear guide for creating an effective business plan that covers all key aspects, including market analysis, strategy, financial planning, and risk assessment.

*Methods:* The study utilized the analysis of existing business plans, practical recommendations from experts, and examples of successful companies.

*Result:* The research outcome is a step-by-step guide to help entrepreneurs independently develop a high-quality and well-structured business plan.

*Key words:* Business Plan, Business Idea, Small Business, Investments, Marketing.

#### **Introduction**

A Business Plan helps you evaluate the feasibility of a new business idea. It communicates your idea to others, serves as a “selling tool” and provides the basis for your financing proposal. You can use it to raise money to present it to outsiders as financial proposal. You must answer the following questions:

Is there a market? Do we have the necessary skills? Can our business idea generate profits?

The following is an easy guide path for drafting a business plan: it is a sample outline of the points to be examined to develop one's own business idea and the elements to be considered and analysed in order to draft a complete document.

#### **Materials and methods**

The new enterprise is born from an idea, from an intuition: the discovery of a new technology, the expansion of demand for a product/service, the change in consumer tastes and purchasing propensities, the success of other enterprises, the identification of a need and a market failure. From this insight, an organised process of verifying the idea must begin. This process of analysis leads to the drafting of a feasibility or business plan, to ascertain whether the business idea has an outlet market, whether the product/service can be bought by the consumer and what the selling price might be.

From the feasibility plan will emerge:

- the technical characteristics that the product/service will have
- the technologies/equipment needed
- the type of market you intend to serve
- the image you want to give the company
- the promotional policies to be activated
- pricing policies
- the capital needed to start up and run the business
- partners/collaborators to be involved
- the most appropriate legal form
- the bureaucratic requirements to be fulfilled.

At the end of this process of analysis/research, the entrepreneur will be able to approach the market with a reasonable degree of certainty about the potential of the idea and the feasibility of the

project, having identified the main actions that will be taken in the first three years of the company's life.

The business plan is fundamental for all types of business: an entrepreneur must always be able to know what he wants to do and how to do it, he must have a tool that can help him evaluate the idea. This makes it possible to verify the feasibility of the project, trying to transform generic risk into calculated risk. The business plan then becomes a management control tool that makes it possible to detect any deviations from forecasts. The text of the business plan must be clear and concise but must contain as much information as possible. The sector of activity in which it is intended to operate, and the characteristics of the promoters must be highlighted immediately; the sources of the data used must be indicated and illustrative tables and graphs must be included. The Business Plan is a means of presentation, analysis and learning that enables the fledgling enterprise to plan its entire activity. Not only that, it must follow the events of the enterprise itself and thus be constantly updated and revised.

The objectives of the business plan are:

1. provide fundamental information for the start-up of the business, (what and how many economic, financial and human resources are needed, what are the product and market characteristics, what are the competing activities, who are the typical customers);
2. allow the entrepreneur an overview of the factors that characterize the company, providing a basis on which to plan strategies and actions;
3. emphasize the originality of the business idea;
4. verify the interest of potential customers;
5. monitor the achievement of set targets;
6. check consistency between the individual actions indicated, and in particular between activity description and related revenues and costs;
7. define the legal form in relation to the characteristics of the future company;
8. make reliable forecasts by simulating various hypotheses for the development of the company's business;
9. serve as a 'business card' to present the company to the outside world (potential partners, lenders, banks, customers and suppliers).

In summary, two macro functions of the Business Plan are identified: an *internal* one of analysis and planning, to clarify the ideas of the future entrepreneur on all the various aspects of starting a new business, and an *external one* of communication, to expose the idea to potential partners, financiers, suppliers, customers and banks.

Creation of Business Plan. The business plan generally consists of three parts:

- an *introductory part* describing the business idea, the genesis of the idea and the partners promoting the initiative.
- a *technical-operational part* analysing the feasibility of the business idea on the market and the organization of the activity.
- a *quantitative-monetary part* that develops the company's economic-financial forecasts.

It is important that four aspects are explored within the business plan:

- business description
- the marketing plan
- the management plan
- the business plan

Each section needs to be carefully developed and articulated, elaborating on individual key points. It can be accompanied by documents that are useful to complete the information picture, such as:

- Promoters' curricula
- Market Research
- Supplier quotations
- Premises rental contracts
- Franchise Agreement
- Exclusive Agreements
- Cost estimates for building works, installations and equipment
- Letters of Intent
- Strategic agreements, inter-company networks, exclusive agreements, collaborations.

The first page of the Business Plan constitutes the cover page of the document and must contain identifying elements such as the company name, address, telephone number, fax number and date of completion. For ease of reading, the pages must be numbered.

In the annexes to this guide, we propose a model of a business plan structure and related budget; it will probably need to be further developed and modified to adapt it to the needs of the different fields of activity in which it will operate [1].

The Mission and Business Idea. This is an introductory section in which the mission and the business idea are described, i.e. the function and role of the business in the market and the reason for its existence, as well as the professional and personal path that led aspiring entrepreneurs to decide to start a business. It is a moment of reflection in which the motivations that led to the decision to embark on a path towards business creation must emerge and be analyzed: any business activity entails risks and certainly generates problems of various kinds (from relations with partners to those with suppliers, defaulting customers and possible lenders). It is therefore important to pause and think about the context in which the idea was generated and the underlying motivations.

The questions that need to be asked are: what is the objective of the enterprise (mission)? How did the idea come about and on what grounds? Who are the initiators?

The Business Areas. It often happens that, in love with one's own idea, one does not see or underestimates the context in which one is going to operate: the market. It is a frequent mistake that can sometimes generate serious problems for the business: to start your own business, knowledge of the target market is essential. This means carrying out in-depth and concrete analyses on potential direct competitors (those who produce the same good or provide an identical service) and indirect competitors (those who produce a similar good or provide a similar service that can easily be a substitute), and on potential customers (analysing their needs, their characteristics, their purchasing processes). It is the reference market that dictates the 'rules of the game': knowing them and making them your own creates a competitive advantage over the competition. Adequate market research, flanked by a detailed and accurate analysis of the players acting within the reference context, provides a wealth of valuable information, leading to the definition of the strategy with which to address the market. The questions that must therefore be asked are: what is the target market? Who are the competitors and customers?

The elements influencing the choice may be:

- Proximity to raw material supply markets and/or the ability to easily connect to them.
- Proximity to outlet markets and easy access to them.
- Existence of infrastructure (service centres, railway, motorways, banks).
- Availability of qualified professional services.
- Possibility of finding skilled labour;
- Possibility of obtaining public incentives in the case of economically disadvantaged areas

The choice of location for a new company is generally made based on its resources and the offers available locally and in relation to the type of activity to be exercised and its market, as well as the distribution policies to be implemented. This choice is particularly important for trade and service companies because their sales potential depends on the surrounding catchment area and the location influences their image. For production companies, the choice depends on the possibility of finding qualified personnel, the cost of labor, the development of know-how and the costs of procurement and transport. Included in these choices is the decision to purchase or rent the real estate in which the activity will be carried out.

Market Strategies. For a start-up business it is essential to make yourself known in the right way. Wrong promotional activities or those aimed indiscriminately at everyone only waste time and money. In the light of identifying and defining the type of market in which one intends to operate, initiating the right promotional policy becomes correspondingly easier. In marketing language, there are four components: product, price, communication and distribution. Questions to ask: How do I make my company and products known? What are the most effective advertising tools?

Operational Plan and organization of activities. The corporate structure can be defined as the set of resources on which the company relies in order to achieve its objectives; it is necessary to consider not only resources of a material nature but also those that are typically intangible. We can trace the corporate structure back to five variables:

- productive
- commercial
- administrative

- research and development
- personal – organisational.

It is necessary to identify which technical resources, i.e. tangible and intangible assets, are needed to start up the business. Previously underestimated critical points may in fact emerge, such as bureaucratic constraints (e.g. the need for licences or patents), possible problems with suppliers of products or machinery (e.g. probable failure to meet delivery times), problems with customers. Not having the goods or services at the time of the request, especially in the start-up phase, can be detrimental to the company's image and credibility [2].

It is then useful to establish and define the organisational processes of the business: the roles and responsibilities of those who work within the business, to identify the right person to refer to, who is competent in every aspect related to the tasks entrusted to him/her. Hence the importance of choosing employees suited to the type of business to be created and the positions to be filled.

Promoters must, by consensus and in accordance with their personal characteristics, define their respective roles, establishing tasks, responsibilities, decision-making procedures and remuneration expectations.

About employees, the initial and potential staffing needs, the profiles required, and the costs must be defined. The possibility of outsourcing some of the work to external collaborators must then be assessed, without burdening the workforce with employees.

Defining resource requirements in advance therefore serves the purpose of coordinating all the start-up phases, to be ready at the time of start-up. Questions to ask: What resources are needed? Who does what?

Legal Structure. To carry out a business activity, it is necessary to identify oneself in one of the legal forms provided for by current legislation. An enterprise can be carried out in the form of:

- Individual enterprise
- Companies (partnerships / joint stock companies / cooperatives)
- Other forms of self-employment

The choice must be made based on several considerations related to subjective and objective aspects:

- Number of promoters
- Nature of the activity carried out
- Enterprise size
- Availability of capital
- Degree of responsibility that members intend to assume
- Taxation system
- Possibility of using special forms of financing and facilities

Every legal form has its advantages and drawbacks: there is no ideal legal form, one must take into account the needs and characteristics of the activity to be carried out.

Investments. The investments needed to start the business must be indicated: machinery, equipment, furnishings, any renovations and the related costs that are to be incurred or have already been incurred. The questions that need to be answered: What is needed and how much does it cost?

Budget Estimate. The previous part of the business plan served to provide all the information about the business idea, the professionalism required for its development, the chosen market, the people involved, and the necessary means and equipment.

Quantitative information must be extrapolated from the qualitative data: it is necessary to develop a cost/revenue analysis in advance, to identify the cash inflows and outflows, the amount of investment required and any financing to be requested.

A business project must be feasible from both an economic and a financial point of view: it is profitable if it allows a profitability balance to be achieved within a reasonable timeframe and subsequently a positive result, while it is financially feasible if the appropriate coverage of the expected monetary needs is in place.

Economic and financial projections must be drawn up, and then a forecast budget compiled. Questions to ask: How much does the business cost and how much does it make? Do I have the necessary funds to start the business? How quickly can I get a return on my investment? Is the idea economically viable and therefore feasible?

### **Discussion**

The business plan is fundamental for all types of business: an entrepreneur must always be able to know what he wants to do and how to do it. To drawing up a business plan sometimes requires

the skills and experience of business economists and specialised consultants. It is always a good practice to write your own business plan and then call-in specialists to improve it or make it conform to certain standards of business communication.

### **Conclusion**

Business Plan is a dynamic tool, not a static one; it must be progressively adapted to changing ideas and objectives.

Once the analysis of all elements has been completed and the feasibility of the project has been verified, the enterprise is potentially able to start its activity. The strengths and weaknesses of the enterprise must then be identified, and the likelihood of success or failure assessed: in the light of the data collected, it can be established whether the idea is feasible or whether it needs corrections and adjustments.

After the actual start-up, constant verification and maintenance of the executed forecasts will be necessary, implementing a strategic control, i.e. an estimation of the progress towards the achievement of the set goals.

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### **Бизнес-план. Простое руководство по написанию собственного бизнес-плана**

Цель этого небольшого руководства – в простой форме объяснить инструменты экономического анализа бизнеса, которые кажутся сложными. Создание бизнес-плана не является сложной темой, по крайней мере, в ее базовом понимании. Бизнес-планирование является основополагающим для всех видов бизнеса: предприниматель всегда должен знать, что он хочет сделать и как это сделать, у него должен быть инструмент, который поможет ему оценить идею. Основная проблема заключается в том, что многие начинающие предприниматели не знают, как правильно составить бизнес-план, который бы помог структурировать идеи, оценить рынок и привлечь финансирование.

Целью является предоставление простого и понятного гида для создания эффективного бизнес-плана, который охватывает все ключевые аспекты: анализ рынка, стратегию, финансовый план и оценку рисков.

В качестве методов использованы анализ существующих бизнес-планов, практические рекомендации экспертов и примеры успешных компаний.

Результатом исследования является пошаговое руководство, которое поможет предпринимателям самостоятельно разработать качественный и структурированный бизнес-план.

*Ключевые слова:* бизнес-план, бизнес-идея, малый бизнес, инвестиции, маркетинг.

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**Бизнес-жоспар. Жеке бизнес-жоспарды жазуға арналған қарапайым нұсқаулық**

Бұл қысқаша нұсқаулықтың мақсаты-көбінесе күрделі деп қабылданатын бизнесті экономикалық талдау құралдарын қарапайым және қолжетімді түрде түсіндіру. Бизнес-жоспар құру, ең болмағанда, оның базалық деңгейінде аса күрделі міндет емес. Бизнесті жоспарлау бизнестің барлық түрлері үшін іргелі болып табылады: кәсіпкер әрқашан өз идеясын бағалауға көмектесетін құралмен не істегісі келетінін және оған қалай жетуге болатынын білуі керек.

Негізгі проблема - көптеген бастаушы кәсіпкерлер идеяларды тиімді құрылымдайтын, нарықты бағалайтын және қаржыландыруды тартатын дұрыс бизнес-жоспар құруды білмейді. Мақсаты: нарықты талдау, стратегия, қаржылық жоспарлау және тәуекелдерді бағалауды қоса алғанда, барлық негізгі аспектілерді қамтитын тиімді бизнес-жоспарды құру бойынша нақты және нақты нұсқаулық беру. Әдістері: зерттеуде қолданыстағы бизнес-жоспарларды талдау, сарапшылардың практикалық ұсыныстары және табысты компаниялардың мысалдары пайдаланылды.

Нәтижесі: зерттеу нәтижесі кәсіпкерлерге сапалы және жақсы құрылымдалған бизнес-жоспарды өз бетінше жасауға көмектесетін қадамдық нұсқаулық болып табылады.

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