

Management **StartUP**

A pie chart icon with four segments in red, blue, yellow, and green, positioned to the left of the 'Management StartUP' text.

Define the goals and progress of your business

Business Plan

TOOL MANUAL
MN05



ABOUT US



The staff of Online Management Solutions Ltd is trained on providing services for establishing and developing new entrepreneurial activities, as well as providing online services for businesses, and especially the media.

Our Vision

The website managementstartup.com was created by Online Management Solutions Ltd.

It stands as one of our first creations and it focuses on developing and providing research tools that can help people who are close to their entrepreneurial startup.

Management Startup was created by people with a high educational level and vast experience in the field of research and development of new tools for entrepreneurship.



GENERAL DESCRIPTION



The completion of the tool "Business Plan" helps us track what the business does, and where it exactly wants to be (setting targets). It is a hub for the foundation of a business as well as its future direction and viability.

Its goal is to analyze the current situation of the market and the enterprise and guide the actions of executives in specific directions and tactics. Thereby permitting advance verification of the feasibility of a business idea from a commercial, economic and financial point of view. This offers the prospective entrepreneur an important planning tool and control for its future activities, and is a means of communication necessary for the presentation of future business activity in a prospective partner or a prospective donor.

The purpose is the company's success and minimisation of risk. Therefore, the business plan is a tool for organisation and presentation.

It is an organizing tool because it determines the strategy of the company. Highlights the potential and obstacles which could arise as well as possible solutions. Structures the movements and determines the path to be followed.

Presentation tool because it is the first communication element of the entrepreneur to third parties, which will allow it to attract internal and external partners.

The readers of the document will be able to quickly understand the entrepreneurship aspect of the proposal, they will be able to assess the preparation of this plan and take a position in terms of the potential of the business idea. Proper organization of a businessplan means that the entrepreneur is more likely to convince readers of the positive aspects of the plan and thereby gain partners.

GENERAL DESCRIPTION



Why is it necessary?

Identifies the company reflecting the actual situation with measurable figures

It enables better planning and design to the entrepreneur

It records and analyses the market by helping understand it

It helps in choosing the suitable figures for the business (right-sizing).

It helps in decision-making based on the objectives and policy of the business.

It helps in the evaluation of the viability of the business

It contributes to the best distribution of capital in the business.

It contributes to the location of opportunities and the re-design of functions in the case of mistakes

Specifies the exact place at which the business is at the time of planning

Defines which place the business wants to be in in a specific time frame

Suggests the means and resources to achieve this

Determines the structure and organisation of the business

Constitutes a reference point and demonstrates the level of attainment of the objectives

A useful tool for attracting potential investors and raising capital

Is necessary for submission to institutions for funding programmes

It is required for obtaining a loan from banks and for other similar actions

What are the most common cases for which the conduct of a Business Plan is necessary?

GENERAL DESCRIPTION



- The study of the creation of a new business activity by a company or individual, which most likely does not have full knowledge of the market that he desires to enter, of the amounts needed for the new investment, competitors it will have, the potential profit margins, the behavior of potential customers, and the hidden dangers of this market.

- The study of business functions of an existing business, with the aim of optimizing them. The key questions to be answered, for example, are:

Is the business developing effectively?

Is the distribution of different products and/or services through the business done effectively?

What are the dangers of competition?

Is a new strategy needed to face competitive pressures?

- The feasibility study of an existing business with expansionist ambitions.

It may for example relate to the company's expansion into products or services that are not produced until now.

But can involve the investment expansion in a market that it is already operating in and has a presence, such as a shop or hotel chain that wants to operate in an area that until now doesn't have a presence.

A common element in both cases is the uncertainty concerning the acceptance of the product from the market and the need for concrete answers to questions like what is the expected return on this investment. The company must ultimately answer the question of whether extension or reinforcement of already produced products is profitable.

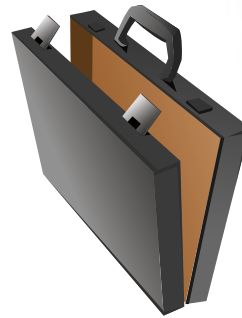
- Finding resources. Candidate financiers or investors need to know details about the design of the future course of the business as the strategy to be followed, the funds to be used, the purpose served by the company, its objectives, investment in human resources, tangible and intangible assets, etc, before deciding its enhancement.

TOOL USAGE

The tool is proposed for use by the management of business (Board) and / or the entrepreneur himself. Due to the high specificity of the tool the user will probably need the help of a Business Consultant.

Type of business

Startups
New Ventures
Existing Companies
Consultans
Training Organisations



Size of business

Micro
SMEs
Corporations

Field of business

Services
Manufacturing
Trade



TYPE OF TOOL: Form

YEAR: 2012

TIME NEEDED: 3 hours

FREQUENCY: Occasionally



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