Name of the business idea

Businessplan

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# Executive summary

**Write a summary that briefly and concisely outlines the most important aspects of your project. This should be written at the very end, but placed here at the beginning.**

**Key questions:**

* What is the core of your business idea?
* Which products or services will you offer and why will customers buy them from you?
* Who are the founders and what relevant qualifications do they have?
* When will your company start making a profit?
* What do you need external capital for and how much?

# Business idea

## Product / Services

**Explain your offer as clearly and specifically as possible.**

**Key questions:**

* Which products or services do you offer?
* What is special about your offer?
* Do you want to convince primarily through the price or quality of your offer?

## Customer needs and benefits

**Describe why your offer is attractive from the customer's perspective.**

**Key questions:**

* Which need of the customer is satisfied or which problem of your customer do you solve?
* What special benefit do the customers have from your offer?
* How do your customers cover their needs so far?

## Market and competition

**In this section you will analyse the market environment and your competitors.**

**Key questions:**

* Who are your competitors and which competing products are there?
* How does your company / your offer differ from your competitors?
* How big is the market and how is the industry expected to develop?

# Customer

## Target group

**Describe here who you want to reach with your offer.**

**Key questions:**

* Who are your customers or target groups?
* What distinguishes your customers / customer groups?
* According to which criteria are your customers' purchasing decisions made?
* Do you already have first orders in prospect?

## Sales and distribution

**Describe your planned marketing and sales activities.**

**Key questions:**

* How do you present your company and your performance to the public?
* Through which sales channels do you reach your customers?
* Through which acquisition and advertising measures do you win your customers?

## Customer loyality

**Describe how you can bind the customers to your company permanently.**

**Key questions:**

* How do you maintain contact with your customers?
* What measures do you take to ensure customer loyalty?

# Company

## Entrepreneur

**Stelle die Personen vor, die das Unternehmen gründen bzw. im Führungsteam sind.**

**Leitfragen:**

* Welche fachlichen, persönlichen und unternehmerischen Fähigkeiten und Erfahrungen zeichnen dich bzw. das Führungsteam aus?
* Aus welcher Situation und Motivation heraus gründest du?

**Introduce the people who founded the company or are in the management team.**

**Key questions:**

* What professional, personal and entrepreneurial skills and experience distinguish you or the management team?
* From which situation and motivation do you found the company?

## Employees

**Describe how you organize your business.**

**Key questions:**

* Which tasks and functions should employees take on?
* How many employees do you need?
* What qualifications should the employees have?

## Partner

**Describe which partnerships you will use (e.g. important cooperation partners or suppliers).**

**Key questions:**

* Which partners do you need for the successful implementation of your project?
* Which partial services can you outsource to partners?
* Which contacts do you have that are useful for your project?

## Location

**Describe the location of your company.**

**Key questions:**

* At which location do you want to realize your project?
* What distinguishes the location of your company?
* Which premises are available to you?
* What adjustments do you still have to make?

## Legal form and regulations

**Describe how you want to handle the formalities.**

**Key questions:**

* In what legal form will you establish the company?
* What special regulations (e.g. licences and commercial regulations) do you have to observe?

## Risks

**Describe which factors can hinder the development of your business and what you can do about them.**

**Key questions:**

* What serious problems could arise (e.g. costly/uncertain customer acquisition; target customers do not have the expected demand or do not want to spend money on supply; stronger competition than expected; difficulty in finding suitable employees; loss of suppliers; bad debts, etc.)
* For supra-regionally active or very innovative companies: What risks may possibly arise from changes in general conditions such as technology, trends, etc.?
* With which measures do you plan to counteract the problems and risks?

# Finances

## Turnover

**Describe where your turnover comes from and how it will develop in the first three years.**

**Key questions:**

* How do you calculate your prices and how do they relate to current market prices?
* How will the turnover of the individual sales items develop?
* How will the overall turnover develop?

## Expenses

**Describe what costs will be incurred and how they will develop in the first three years.**

**Key questions:**

* Which costs (e.g. cost of goods or materials) are directly dependent on turnover?
* How high are the personnel expenses for your employees?

Note: In the case of corporations, a managing director's salary can be included, whereas in the case of partnerships, your salary is recorded in the private withdrawal chapter.

* How high are the operating expenses (e.g. rent, energy costs, insurance)?

## Privat

**Describe how much money you will take from your company for private purposes.**

**Key questions:**

* What are the costs of living (e.g. private rent, health insurance, food)?
* How much income tax do you have to pay?

Note: You can make a rough planning based on the profitability forecast.

## Capital requirements & financing

**Use a table to calculate your capital requirement and show how it is made up. Use another table to show how you want to raise the capital.**

**Key questions:**

* What investments are necessary for your company (e.g. office equipment, machines, buildings and vehicles)?
* Are there things that are necessary for your company that you are contributing yourself? How much are they still worth (contribution in kind, e.g. your PC, your car)?
* What are the one-off costs involved in setting up your business (e.g. initial equipment, business registration fees, rent deposit)?
* How much capital do you need for the start-up phase if you have more payments than withdrawals?
* How much liquidity reserve do you need as a general safety cushion and to bridge the time between payments and withdrawals within one month?
* How much money do you contribute yourself (money deposit)?
* Where do you get the additional funds to cover your capital requirements?

## Profitability

**The profitability forecast is based on your previous information. Using these figures, describe the following points:**

**Key questions:**

* How do costs compare to revenues?
* When do you start making a profit and how does it develop?

## Liquidity forecast

**The liquidity forecast is based on your previous information. Use these figures to explain the following points:**

**Key questions:**

* How is your company's liquidity developing?
* Have you planned for a liquidity reserve for unforeseen costs and delayed payments?

# Annex

Add attachments such as your resume, references, certificates or other relevant documents.