

Zara Consulting 1

Consultancy for Business Plan

The Business Plan

Starting a new business venture, or restructuring the existing one means **challenging the market by looking for development**. This, in an environment where the spaces are always narrower.

However, there are (and will continue to exist in the future) new opportunities in the future, especially for those who are prepared to undertake a specific preparation and research path, with the aim of planning and controlling the risk that - precisely in the phase of "start up" of a new initiative, or a change - conditions the firm's chances of surviving.

Hence the need to elaborate the so-called **business plan: the business plan which - through simulation - identifies the feasibility and traces the route towards the realization of the strategic objective.**

What is the business plan?

The so-called business plan is not just a "document" with numbers; it is a real **process of evaluating the entrepreneurial** project and is especially useful to the entrepreneur who - through the business plan - codifies, in a structured and analytical way, his own intuition.

The business plan, therefore, pursues the **objective of exploring in advance all aspects of the new initiative, or change, evaluating (also through simulation) the consequences of the various possible strategic, organizational, financial, productive and commercial choices.**

All this, with reference to a medium and long term time horizon.

Finally, the business plan compilation process takes the form of a presentation document of the new initiative (or renewed initiative), a compendium of business culture that is essential to enable the entrepreneur, as well as potential investors and lenders, to evaluate the attractiveness and riskiness of a possible investment.

2 critical points

- A critical point of any business plan is surely the forecast of revenues. In fact, many projects have failed on this aspect.
- The **preliminary feasibility study**, therefore, must pay particular attention to the analysis of the reasons for which customers who want to serve, should be attracted by the products / services of the company, compared to those of their direct competitors. In other words, it is essential to correctly assess the **sustainability of the business**, looking at the market.
- Another critical point concerns **the congruence of information: the need to assess, in a coherent way, all aspects of the new initiative or company to be restructured.**
- For this reason the particularly valid business plan is drawn up by the consultant who brings together the expertise in all the management disciplines (Marketing, Sales, Production, Logistics, Organization, Management, Administration, Finance and their respective interactions).

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Business plan contents

The business plan to be presented to potential financial institutions must contain:

- the description of the so-called "business idea" (business or investment project) with the definition of the type of business that is intended to give birth and develop (or reconfigure);
- the presentation of the entrepreneur, the animators of the project and the team of collaborators, identifying their roles and experience;
- the indications relating to the market and to the specific customer target, to competition and to critical success factors **(strengths and weaknesses, compared to the market)**;

The Business plan

The description of the "**marketing mix**" proposed to the market, that is of the company offer from the point of view of:

- product / service;
- price policy, consistent with marketing strategy ("premium-price", alignment, aggression);
- choice of sales channels, the consequent commercial organization, as well as commercial policies;
- communication plan (hypotheses of corporate image development, media / communication channels, types of marketing campaigns and related investments).

This, up to developing reasoned hypotheses on sales targets;

The Business Plan


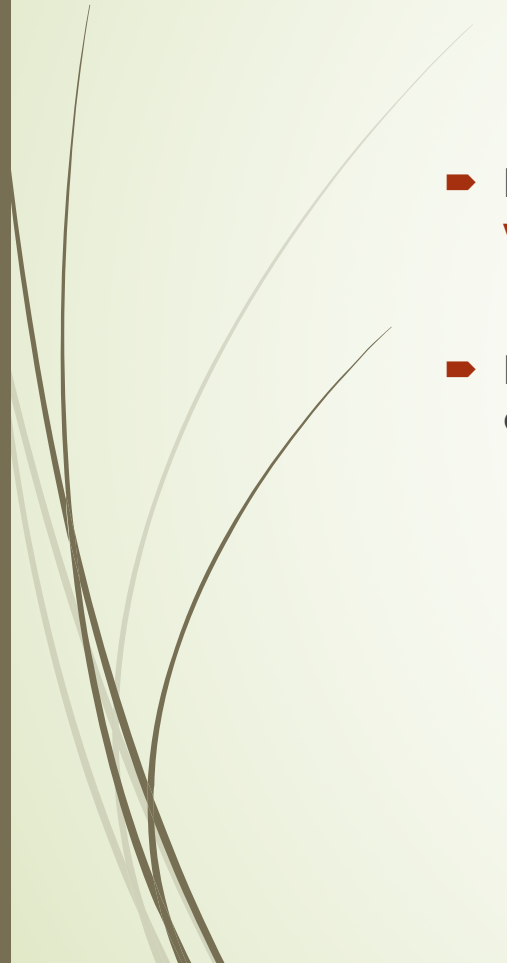
- The **technical feasibility** of the project, with regards to the production process, the need for structural investments, the use of labor, the use of outsourcing and the need for services (energy, IT services, logistics services, etc.);
- the **economic / financial feasibility** in the medium term (at least three years), with an indication of the overall financial requirement and the related hedges (structural, intangible and working capital investments).
- depending on the sector of reference, it may be useful to develop also the eventual evaluation of the environmental impact of the project;
- the **time plan (Gantt)** for the complex development of activities, investments and organizational structure.



The method helps

Performing an analysis process, in order to design and plan a new activity, is a complex and delicate operation.

- For this reason, **the method and the experience assume fundamental importance**, as they allow to gather all the information necessary to support a good diagnosis, from which "creative" solutions can be obtained, **to set the business plan (business plan) in a way really sustainable.**
- The project animators who participate in the collection of information, thanks to the method suggested by the consultant, are encouraged to **revisit all aspects of the initiative.**
- Through this review, they can immediately perceive any critical issues and are supported in the search for the most appropriate solutions.

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 - For this advice, please contact **zaraconsulting1@gmail.com** without obligation