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# **Business Planning for History-Related Projects**

## Introduction to Business Planning



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- According to EY, more than 80% of business plans are not seriously considered by investors because they do not cover issues that the reader want to know about. EY tip is “write for your reader” if you want to get finance.

# Cover sheet

Logo or trademark

- A company name
- Street address; phone numbers; e-mail address; Web site address or social nets' links
- Names and contacts of the authors
- **Name of a business plan** (name of a new business)
- The date
- The confidential nature of a business plan

# Table of contents



1. Executive Summary .....
2. Background and history  
.....
3. Product or Service  
.....
4. Industry Analysis  
.....
5. Market Analysis .....
6. Marketing and Sales  
.....
7. Management and Organization  
.....
8. Manufacturing Process  
.....
9. Risk assessment

# Executive Summary

An executive summary is a brief overview of your product/ service and business, the market opportunities and marketing strategy, management structure and financial projections.



- According to EY, the Executive Summary must attract the investors' interest by highlighting the potential idea and the ability of management to realize that potential

# The Two Types of Executive Summary

- 1. the synopsis Summary**
- 2. the narrative Summary**

Abrams Ronda. Successful Business Plan Secrets & Strategies. 5<sup>th</sup> edition. Palo Alto, California: The Planning Shop. 2010

*Executive Summary*



# The Synopsis Summary

- It simply relates the conclusions of each section of the completed business plan.
- + easy to prepare and less dependent on a talented writer
- the tone of a synopsis Summary tends to be rather dry





# The synopsis Executive Summary

- the purpose of the plan;
- a brief company description;
- your product/ service, its uniqueness and benefits for potential customers, intellectual property rights;
- the market, market opportunities;
- marketing strategy;
- management team, their experience;
- critical milestones;
- main risks;
- financial information (how much money is required and what for, revenue and profit forecasts).

# The Narrative Summary

- is more like telling a story
- + engenders enthusiasm
- can cross over the line into hyperbole



# II. Background

1. Company Name
2. Legal status
3. Statement of Mission
4. Products and Services
5. Objectives



# Company Name

- Your own name
- The legal corporate or company name
- Brand name(s)
- Model name(s)
- Subsidiary company name(s)
- Domain name(s)



# Legal Issues

- type of legal entity
- licensing or distribution agreements
- trademarks, patents, copyrights





# The mission of the Historical Museum of Southern Florida

- is to tell the story of South Florida and the Caribbean in order to create a better quality of life by understanding the past and linking it to the present to build a better future



# Mission Statement of Costco

*“[Our mission is] To continually provide our members with quality goods and services at the lowest possible prices. In order to achieve our mission we will conduct our business with the following five responsibilities in mind: obey the law, take care of our members, take care of our employees, respect our vendors, reward our shareholders.”*







# Our mission

*We are a successful, growing, sustainable business. We will work to create a better future everyday. We will help people look good, feel good and get more out of life with brands and services that are good for them and for others. We will inspire people to take small everyday actions that can add up to a big difference for the world. We will develop new ways of doing business that will allow us to double the size of our company while reducing our environmental impact.*

# Products and Services

- identify and describe the nature of the products or services you provide
- indicate future products or services and when you expect to introduce them



# Objectives

- Attain sales of \$166,000 in the first year.
- Increase second year sales by 50% and third year by 30%.
- Expand to two stores by the third year of business.

# Vision statement

- A statement about how you envision the future of the company



# Our Vision

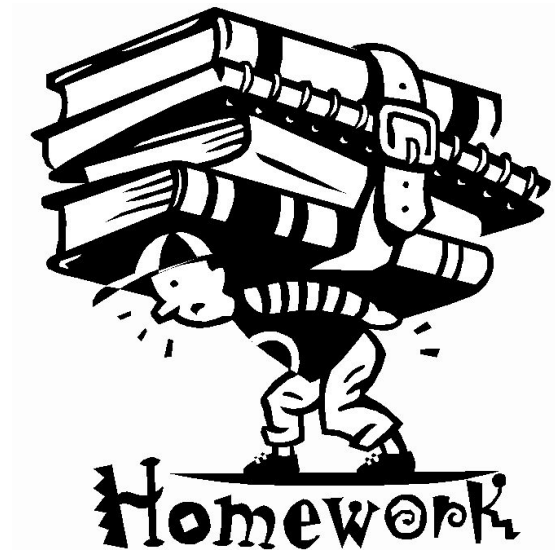
- Our vision serves as the framework for our Roadmap and guides every aspect of our business by describing what we need to accomplish in order to continue achieving sustainable, quality growth.
- **People:** Be a great place to work where people are inspired to be the best they can be.
- **Portfolio:** Bring to the world a portfolio of quality beverage brands that anticipate and satisfy people's desires and needs.
- **Partners:** Nurture a winning network of customers and suppliers, together we create mutual, enduring value.
- **Planet:** Be a responsible citizen that makes a difference by helping build and support sustainable communities.
- **Profit:** Maximize long-term return to shareowners while being mindful of our overall responsibilities.
- **Productivity:** Be a highly effective, lean and fast-moving organization.

# Writing the Company Analysis Section of Your Business Plan

- <https://www.youtube.com/watch?v=oazAYiiaKfY>

# Homework

- Write a company description for your business plan



**Thank you for attention!**

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<https://vk.com/bp4hp>