

Fomina Yulia,
PhD in Economics, Associate professor,
Department of Economics
F. M. Dostoyevsky State University, Omsk

Business Planning for History-Related Projects

Background and history



Omsk, 2017

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

II. Background

1. Company Name
2. Legal status
3. Statement of Mission
4. Objectives
5. Industry Analysis & Trends



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, ownership
- Licensing or distribution agreements
- Trademarks, patents, copyrights
- Location
- Company history



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.

Vision statement

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



Refreshing the world, one story at a time

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.

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.

Industry Analysis & Trends

- A description of your industry;
- Trends in your industry; and
- Strategic opportunities.

Your Economic Sector

- Primary or extractive
- Secondary or manufacturing
- Tertiary or services
- Quaternary or knowledge
- Quinary or culture and research



Your Industry

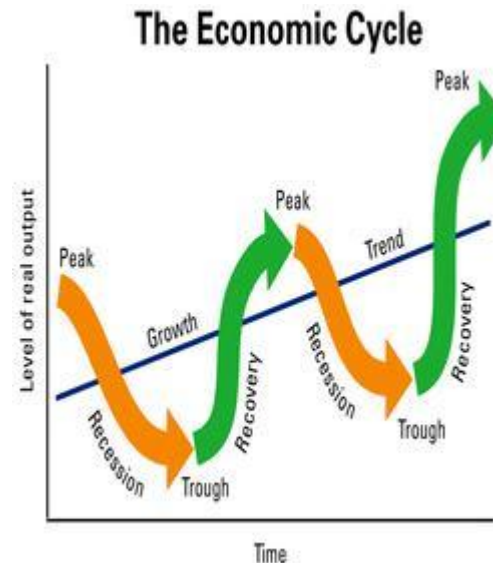
1. Name and describe the industry.
2. Describe the regulatory, political, and legal issues in this industry.
3. Describe the growth rate of the industry and the state of the evolution of the industry.
4. Describe the profit potential and the typical return on capital in the industry.
5. Describe the competitors in the industry and the rivalry among them.

Industry Maturity

Stage	Example
Emergence	Artificial organs Nanotechnology Genomics
Growth	Medical technology Software Smart phones
Maturation	Electric appliances Automobiles Personal computers
Decline	Steel Fax machines Car phones

Sensitivity to Economic Cycles

Some industries are heavily dependent on strong economies, either nationally or internationally, and it is crucial to understand how vulnerable your industry is to economic conditions.



Seasonality

For many industries, certain times of the year produce higher revenues than others.

- understand and account for the seasonal factors that have an impact on your income and expenses.



Technology

Technology changes the way products are made and sold, how information and communication is managed, and how costs are reduced.

- take note of the technological developments of the last 5 or 10 years.

Regulation/Certification

- Indicate your industry's sensitivity to regulation and certification

Supply and Distribution Channels

- indicate the relative numbers of supply and distribution channels in your industry

DISTRIBUTION CHANNELS



Financial Characteristics

- Normal Retail Markup of Goods
- Normal Distributor Markup of Goods
- Typical Sales Commission Percentage
- Standard Credit Terms
- Days of Inventory Maintained
- Average Percentage of Return on Sales

Barriers to Entry

Potential barriers to entry into an industry:

- Economies of scale
- Cost advantages independent of scale
- Product differentiation
- Contrived deterrence
- Government regulation
- Switching costs

SWOT Analysis

- A firm's strengths are its resources and capabilities.
- Its weaknesses are its limitations of organization or lack of capabilities or resources.
- A firm's opportunities are its chances for success in a new entry or product in its industry.
- The threats are actions or events outside its control in the competitive environment.



SWOT Analysis

Organizational (internal)	Environmental (external)
Strengths It shows where the organization has the current strengths to help solve a problem or take advantage of an opportunity	Opportunities It generates potential opportunities in the external environment to mitigate a problem or seize an opportunity
Weaknesses It reveals or acknowledges weaknesses that need to be alleviated to address the situation	Threats It shows threats in the market or external environment that could impede success in solving business needs

SWOT Analysis

Organizational (internal)	Environmental (external)
Strengths knowledgeable research staff Positive customer experience	Opportunities: underserved market
Weaknesses low recognition in the market Staff shortages	Threats new products offered by competitors new regulations

Usage Considerations

Advantages

- The SWOT analysis helps quickly analyze various aspects of the current state of the organization and its environment prior to identifying potential solution options.

Disadvantages

- The SWOT analysis is a very high-level view; more detailed analysis is almost always needed.

To find **potential solutions**

	Opportunities	Threats
Strengths	<p>SO Strategies</p> <p>How can the company's strength be used to exploit potential opportunities? SO strategies are fairly straightforward to implement.</p>	<p>ST Strategies</p> <p>How can the group use its strengths to ward off potential threats? Can the threats be turned into opportunities?</p>
Weaknesses	<p>WO Strategies</p> <p>Can the company use an opportunity to eliminate or mitigate a weakness? Does the opportunity warrant the development of new capabilities?</p>	<p>WT Strategies</p> <p>Can the company restructure itself to avoid the threat? Should the company consider getting out of this market? WT strategies involve worst-case scenarios.</p>

To find **potential solutions**

	Opportunities	Threats
Strengths	<p>SO Strategies</p> <p>How can the company's strength be used to exploit potential opportunities? SO strategies are fairly straightforward to implement.</p>	<p>ST Strategies</p> <p>How can the group use its strengths to ward off potential threats? Can the threats be turned into opportunities?</p>
Weaknesses	<p>WO Strategies</p> <p>Can the company use an opportunity to eliminate or mitigate a weakness? Does the opportunity warrant the development of new capabilities?</p>	<p>WT Strategies</p> <p>Can the company restructure itself to avoid the threat? Should the company consider getting out of this market? WT strategies involve worst-case scenarios.</p>

- Video
- <https://www.youtube.com/watch?v=H8FANR-2u2Q>

Strategic Planning: SWOT and TOWS analysis

Thank you for attention!

E-mail: Fomina-u-a@yandex.ru

<https://vk.com/bp4hp>