

PURPOSES AND PROBLEMS OF DRAWING UP BUSINESS PLAN

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PLAN


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Introduction

The transition to market relations takes intra-company planning to a new level. Planning is vital for any enterprise operating in a highly competitive environment. First of all, intra-company planning is necessary for the management of enterprises to make the most effective management decisions. In other words, one of the key elements of a successful business is competent planning. And without a good business plan is not enough.

WHAT IS A BUSINESS PLAN?

A business plan is a detailed program of activities of your enterprise. The business plan must necessarily contain comprehensive information about the company (assessment of its resource requirements: material, labor, land, energy, etc.), information about the goods or services produced by the enterprise, a detailed description of existing and prospective sales markets, marketing information events, analysis of the company's development prospects, etc. Therefore, in most cases, business plans are strictly confidential documents and the subject of commercial secrets of the company.

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IN CAPABLE HANDS, PLANNING BECOMES A VERY SERIOUS TOOL FOR MANAGING AN ENTERPRISE. THROUGH COMPETENT PLANNING, YOU CAN IDENTIFY EMERGING ISSUES IN ADVANCE, IDENTIFY BOTTLENECKS AND, ULTIMATELY, CONTRIBUTE TO MORE EFFICIENT BUSINESS DEVELOPMENT. SO PROFESSIONALLY. THUS, A PROFESSIONALLY PREPARED BUSINESS PLAN SHOULD NOT ONLY DESCRIBE THE MAIN ASPECTS OF THE ENTERPRISE, BUT ALSO ANALYZE THE RISKS THAT THE COMPANY MAY ENCOUNTER IN THE FUTURE, AS WELL AS MAKE RECOMMENDATIONS TO MINIMIZE THESE RISKS.



BUSINESS PLAN GOALS

▶ The objectives of creating a business plan can be divided into two groups: external objectives and internal. External goals - is the justification of the company's needs in attracting funds and investments; demonstration of the potential of your business to interested parties; project presentation; attracting attention from investors and the bank to the project, convincing investors in the project's effectiveness and in the high qualification level of your company's management. Most often, business plans are drawn up to achieve two external goals:



External goals

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graph TD; A[External goals] --> B[Attracting investment.]; A --> C[Getting a bank loan];
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The diagram features a green rounded rectangle at the top containing the text 'External goals'. Two red curved arrows originate from the bottom of this rectangle, pointing downwards to two green ovals. The left oval contains the text 'Attracting investment.' and the right oval contains the text 'Getting a bank loan'. The background is a blue gradient with white diagonal lines on the right side.

Attracting
investment.

Getting a
bank loan

- ▶ A significant problem in developing business plans is the order of formation of individual sections of the project. Foreign methodologies represent a domain-specific version of the project, when the marketing plan is put in head, and the task of subsequent planning is to ensure the release of the necessary product range of the required range. The choice of this option, in the first place, determined: high production flexibility, which makes it possible to quickly change the choice of the range of products produced; competitive struggle, changing the attitude to the quality of the published products; a significant degree of uncertainty of environmental disturbances.

BUSINESS PLAN ISSUES

- ▶ Business planning is an objective assessment of one's own business activities and a necessary tool for project and investment decisions in accordance with market needs and the current economic situation [1]. Business planning involves an independent type of planned work directly interrelated with the formation of entrepreneurship. Business planning can bring the following benefits: 1) creates a basis for effective decisions in the field of management; 2) lowers the risk level of enterprise actions; 3) contributes to the coordination of existing businessmen; 4) creates the possibility of seeing the expected changes in market conditions.

IN ORDER FOR BUSINESS PLANNING TO BE EFFECTIVE, SUCCESSFUL AND EFFICIENT, IT IS NECESSARY TO HAVE MUTUALLY BINDING CONDITIONS CONSTITUTING THE INFRASTRUCTURE OF THE BUSINESS PLANNING PROCESS.

- ▶ Business planning is considered not only a tool to attract certain investments in the project, but also one of the main management tools that can be used to implement production programs, form, merge with other firms, while solving the problem of increasing the efficiency of a company's performance, reducing decision-making cycles and relevant bureaucratic operations, which, in the end, will simplify the managerial component of the enterprise.

CONCLUSION

THANKS FOR YOUR ATTENTION!

