

LOGO


# Mini Business Plan


*Explain your business Idea*

# Business Plan

2020 - 21

 John Doe

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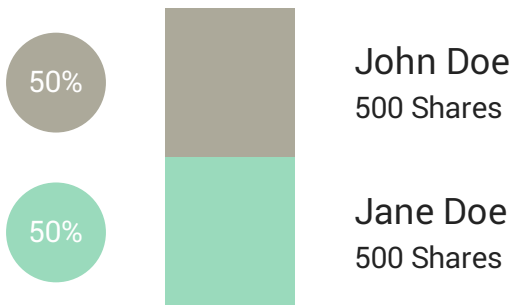
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# Background information

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## Owners



## Team Members



### JOHN DOE

CEO - [john.doe@example.com](mailto:john.doe@example.com)

John Doe is serial entrepreneurs having vast experience in tech startups. He is helping C-Suite executives of startups and mid-sized companies to make the right development and digital marketing outsourcing decisions.



### JANE DOE

CFO - [jane.doe@example.com](mailto:jane.doe@example.com)

An efficient team leader & player possessing demonstrable leadership capabilities in managing complex business challenges, maintaining and enhancing customer & partner relationships. Responsible for complete financial management involving tie-up of bank finance and private equity funds to meet the growth aspirations of the company, arranging need based working capital facilities /Project Finance to support operational growth. Identifies sources for the long term and short term funding and dealing with financial institutions and banks for obtaining fund. Strong technology background and experience.

## My line of business

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1. IT-company with Mobile Application development as the core business area
2. Design and sale of children's clothes
3. Travel agency specializing in customers of 60+

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# I want to sell these products

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1. Applications that connect a company's websites with the company's administrative system.
2. Dresses for play, pleasure, and party for girls from 2 to 6 years old.
3. Guided tours to historical sites in Asia for senior citizens.

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## Product Or Services



Write something about your solution

## Solution Features



### Product 1

Write something about a feature.



### Product 2

Write something about a feature.

## My customers are

---



**TIP**

1. Production companies within the state boundaries with more than 150 employees and a need for receiving customer's information from the web site.
2. The three biggest retail chains in children's clothes in the country and selected independent children's clothing retailers.
3. The well-off senior citizens that have the time and money to s

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## I will find and get in contact with my customers this way

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**TIP**

1. We will buy addresses of companies in our target group from the national database of registered companies. Afterward, we will send a mail/letter to the selected companies and phone them two days later.
2. I have personal contact with two of the three national children's clothes chains and I have already a list of the top 200 independent children's clothing retailers.

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## I am different from my competitors in these ways

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**TIP**

1. Our service is price effective because we have developed five standard components which fit 80 % of the customers' needs.
2. My good contacts among the retailers of children's clothes give me an advantage.
3. My strong historical knowledge and web site expertise and my wife's 10 years in the travel business makes us unique for this line of business.

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## The three biggest resources I give my business

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**TIP**

1. ITC education, five years in a similar company and a strong professional network
2. Network among retailers, love to design clothes and access to dressmaker's workroom
3. Visited many historical sites, inside business knowledge and web site professional

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## The five questions I most urgently need an answer to

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**TIP**

Write those five questions below

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