**MINI BUSINESS PLAN**

### 1. Your organization

|  |  |  |
| --- | --- | --- |
| 1 | Name |  |
| 2 | Vision |  |
| 3 | Mission |  |
| 4 | Purpose |  |

### The target of your service

|  |  |  |
| --- | --- | --- |
| 1 | Who are you going to help? |  |
| 2 | Why do you choose them? |  |
| 3 | What problems are they facing? |  |
| 4 | How are you going to help them? (Your solution) |  |
| 5 | How much does it cost? |  |

### 3. Your product or service and the problem your business solves

|  |  |  |
| --- | --- | --- |
| 1 | What product/service do you offer? |  |
| 2 | Who will be the target market of your product/service? |  |
| 3 | What is unique about your product/service? |  |
| 4 | What benefits do you give to your target market with this product/service? |  |

### 4. Your team members, roles and their contributions

|  |  |  |  |
| --- | --- | --- | --- |
| No | Name | Role | Contribution |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

### 5. Marketing your product/service (The 4 Ps)

|  |  |  |  |
| --- | --- | --- | --- |
| No | Marketing strategies | Target outcome | Cost |
| 1 | Product |  |  |
| 2 | Price |  |  |
| 3 | Promotion |  |  |
| 4 | Place |  |  |

### 6. Revenue/funding Strategies to Start the business

|  |  |  |  |
| --- | --- | --- | --- |
| No | Possible sources of income | Strategies to raise income | Target revenue |
|  |  |  |  |
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### 7. Timeline of Activities

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| No | Activities | W 1 | W2 | W3 | W4 | W5 | W6 | W7 | W8 |
|  |  |  |  |  |  |  |  |  |  |
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### Others?