MARKETINGLAB

HOT TO PREPARE A COMPELLING BUSINESS PLAN

A. Ferrari

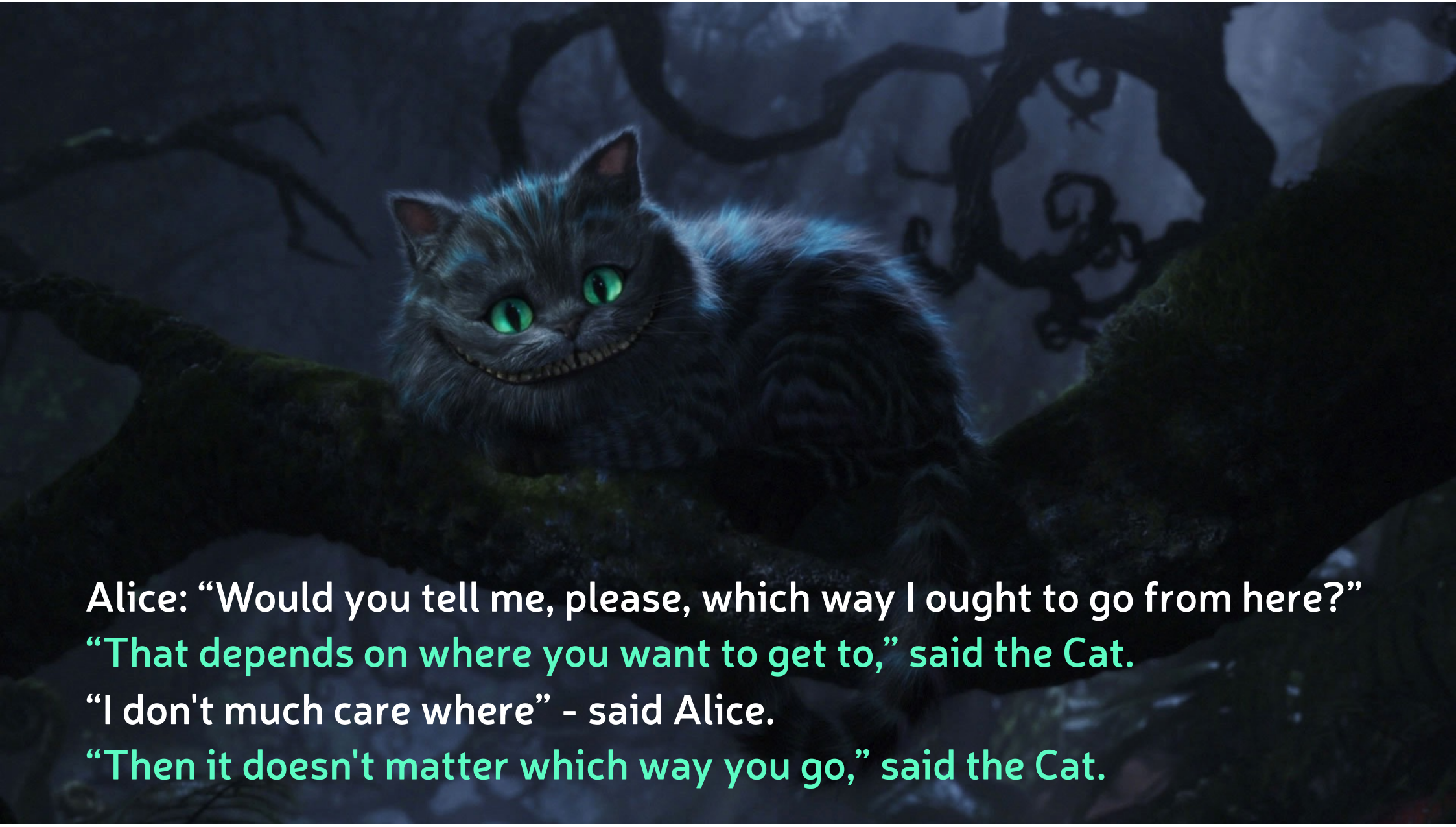
08.03.2016

MARKETINGLAB

1

Business Plan 101

An introduction


Alice: “Would you tell me, please, which way I ought to go from here?”
“That depends on where you want to get to,” said the Cat.
“I don't much care where” - said Alice.
“Then it doesn't matter which way you go,” said the Cat.

Business Plan as a roadmap

- **If you don't know where you are going, how will you know when you are lost?**
- A business plan is a guide—a roadmap to success for your business that:
  - declares your **goals**
  - tells **how you intend to achieve** those goals.

© 2015-16 Andrea Ferrari

Audience

Who's the Business Plan for?

INTERNAL	EXTERNAL
CEO	Investors
Other C-level managers	Donors
Shareholders	Customers
...	...

A Business Plan can help to make a good business credible, understandable and attractive to someone who is unfamiliar with the business.

© 2015-16 Andrea Ferrari

Who needs a business plan?

Who should prepare a Business Plan

- **An established business that is moving in a new direction.**
- **A start-up business seeking investors or supporting a commercial loan.**

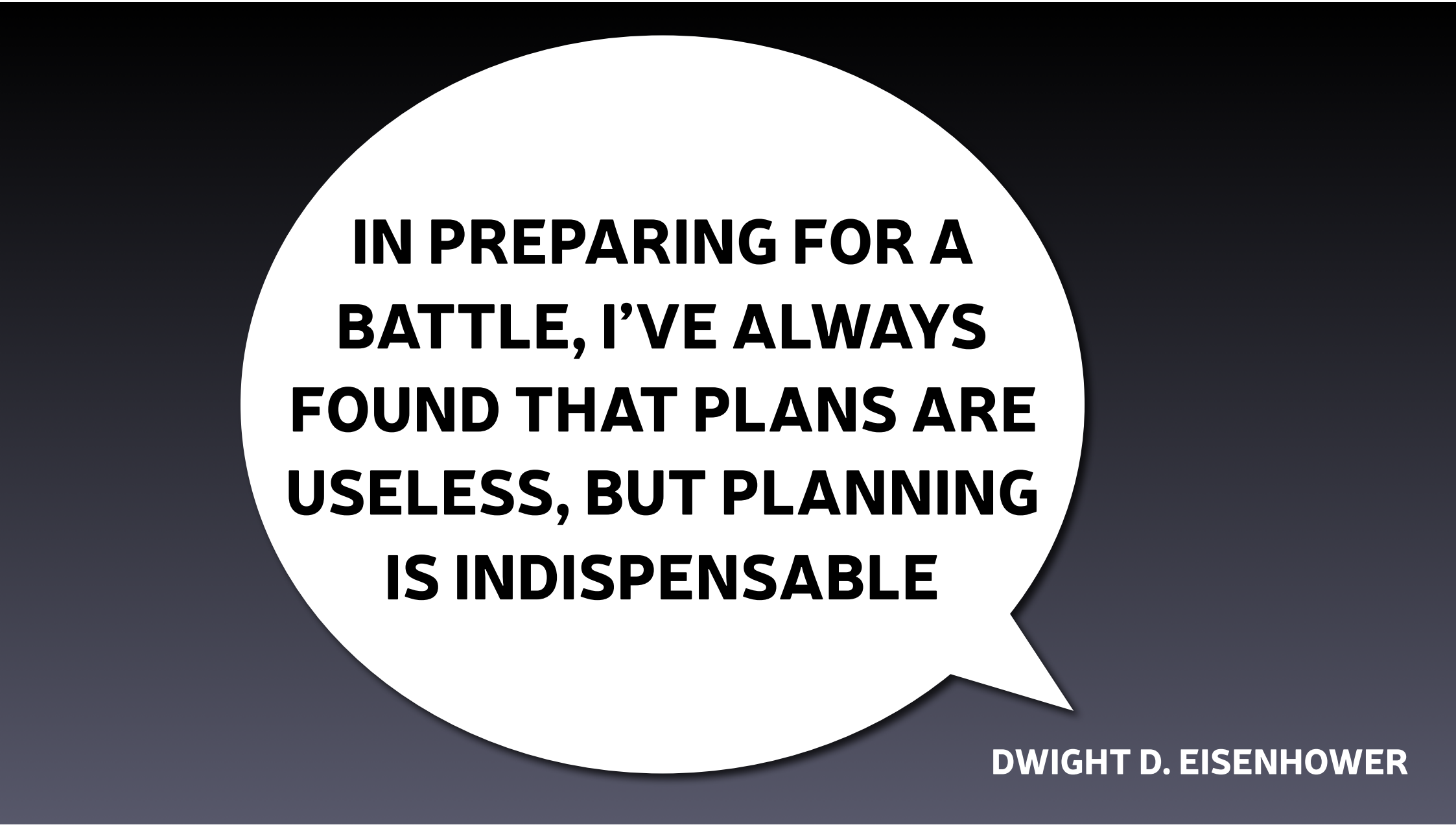
© 2015-16 Andrea Ferrari

Contents

An effective Business Plan needs to answer the following top 10 questions

1. What is the **current situation**?
2. What is your **goal**?
3. **How** will you reach this goal?
4. What do you **offer**?
5. **How big** is the business you are entering?
6. Who are the **key players**?
7. How will you **differentiate** yourself?
8. What will be your **marketing plan**?
9. What are the **economics** of your business?
10. What is the **capital requirement** to get your business started?

© 2015-16 Andrea Ferrari


IN PREPARING FOR A BATTLE, I'VE ALWAYS FOUND THAT PLANS ARE USELESS, BUT PLANNING IS INDISPENSABLE
DWIGHT D. EISENHOWER

Elevator Pitch

A Business Plan in 30 seconds

You've just bumped into a former client at the airport. After exchanging pleasantries, he asks you what your new company does. You open your mouth, and then pause. Where on earth do you start?

© 2015-16 Andrea Ferrari

Goal Setting
SMART
Specific
Measurable
Achievable
Realistic
Timely

MARKETINGLAB

2

How to succeed?

Which factors contribute to business success?

Factors for a successful business

It's not enough merely to survive, the goal is to succeed.

- **Effective Value Proposition**
- **Understanding the Market**
- **Industry Health and Trends**
- **Clear Strategic Position**
- **Capable Management**

© 2015-16 Andrea Ferrari

Factors for a successful business

It's not enough merely to survive, the goal is to succeed.

- **Ability to attract, motivate and retain employees**
- **Financial control**
- **Anticipating Change and Adaptability**
- **Company's values and integrity**
- **Ability to spot global opportunities**

© 2015-16 Andrea Ferrari

MARKETINGLAB

3

General Strategy

Three very different ways to make profits

Competitive Advantage

Porter's generic strategies

© 2015-16 Andrea Ferrari

MARKETINGLAB

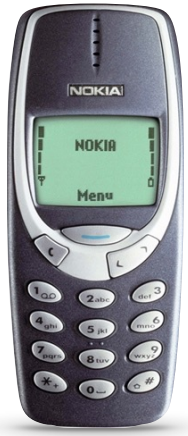
4

Value Proposition

What an effective value proposition focus on?

Focus

INNOVATION



© 2015-16 Andrea Ferrari

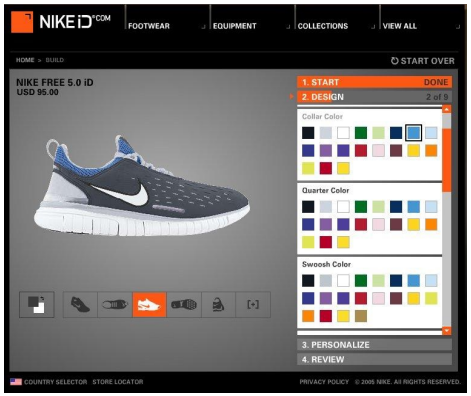
Focus

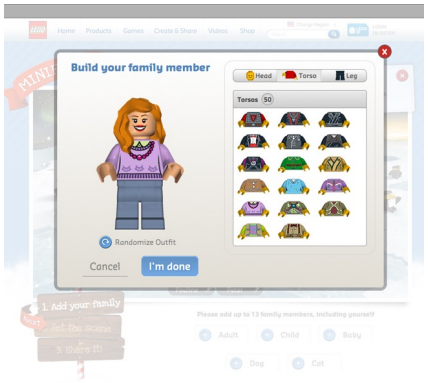
PERFORMANCE

© 2015-16 Andrea Ferrari

Focus

CUSTOMIZATION





© 2015-16 Andrea Ferrari

Focus

SOLVE A PROBLEM

© 2015-16 Andrea Ferrari

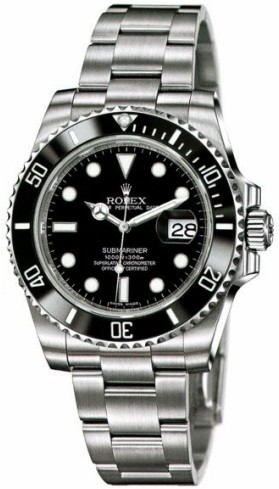
Focus

DESIGN

© 2015-16 Andrea Ferrari

Focus

BRAND AND STATUS



© 2015-16 Andrea Ferrari

Focus

LOW PRICE

© 2015-16 Andrea Ferrari

Focus

USABILITY

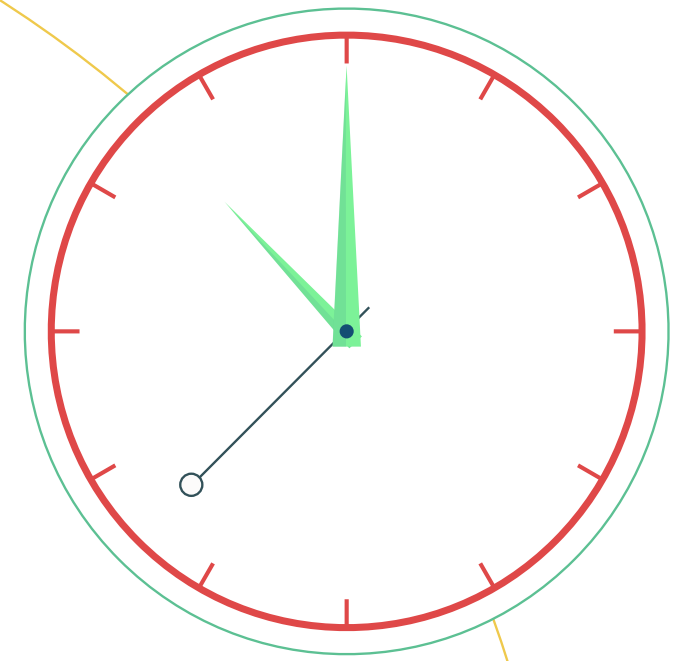
© 2015-16 Andrea Ferrari

MARKETINGLAB

QUESTIONS?

Go Ahead, Don't Hesitate!

MARKETINGLAB



COFFEE BREAK

10 Minutes

MARKETINGLAB

5

Assignment

Apple Watch

WATCH

GROUP 1

- **COMPANY DESCRIPTION**
  - Describe Apple Co., its history, mission and values

© 2015-16 Andrea Ferrari

GROUP 2

- **BUSINESS IDEA: APPLE WATCH**
  - Why should Apple start offering smart watches?
  - How this new product will complete the existing offering?
  - How will Apple Watch make profits?

© 2015-16 Andrea Ferrari

GROUP 3

- **TARGET MARKET**
  - Who are Apple's customers?
  - Which segment does Apple Watch address?

© 2015-16 Andrea Ferrari

GROUP 4

- **COMPETITION**
  - Who are Apple's competitors?
  - Which other companies are selling smart watches?

© 2015-16 Andrea Ferrari

GROUP 5

- **EXISTING PRODUCTS**
  - What are Apple's existing products?
  - What are their strengths and weaknesses?

© 2015-16 Andrea Ferrari

GROUP 6

- **EXISTING SERVICES**
  - What are Apple's existing services?
  - What are their strengths and weaknesses?

© 2015-16 Andrea Ferrari

«Change before you have to»

Jack Welch, CEO of General Electric

THANK YOU!

Have a Nice Day!

Andrea Ferrari
andrea@themarketinglab.it