

BUSINESS PLANNING



Photo by [Kelly Sikkema](#) on [Unsplash](#)

Business Planning – How to get started?



Pre-requisites:

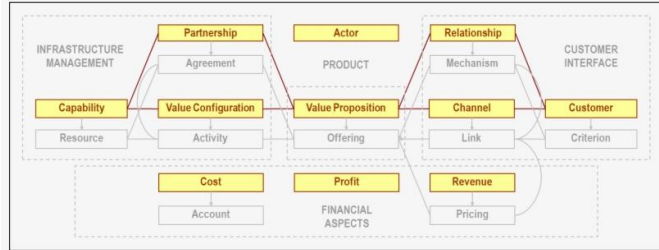
- Marketing strategies
- Regulatory environment
- Capitalisation requirements
- Financing opportunities
- Organisation
- Risks
- Competition

Business Planning – Which Model to follow?

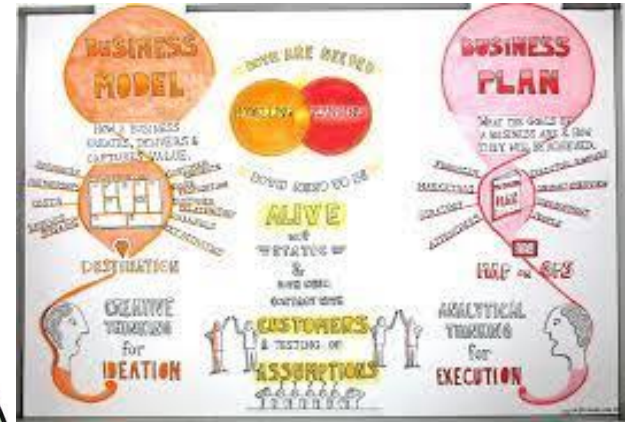
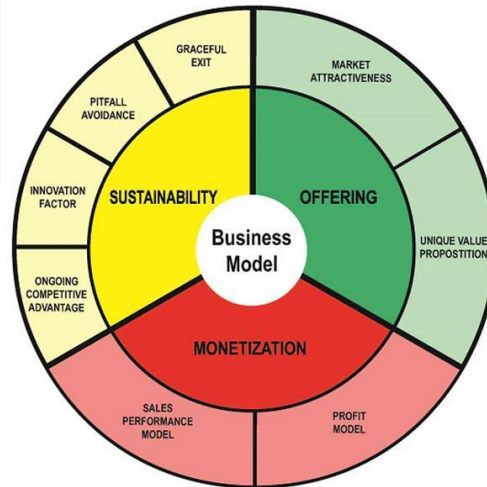
How?

What?

Who?

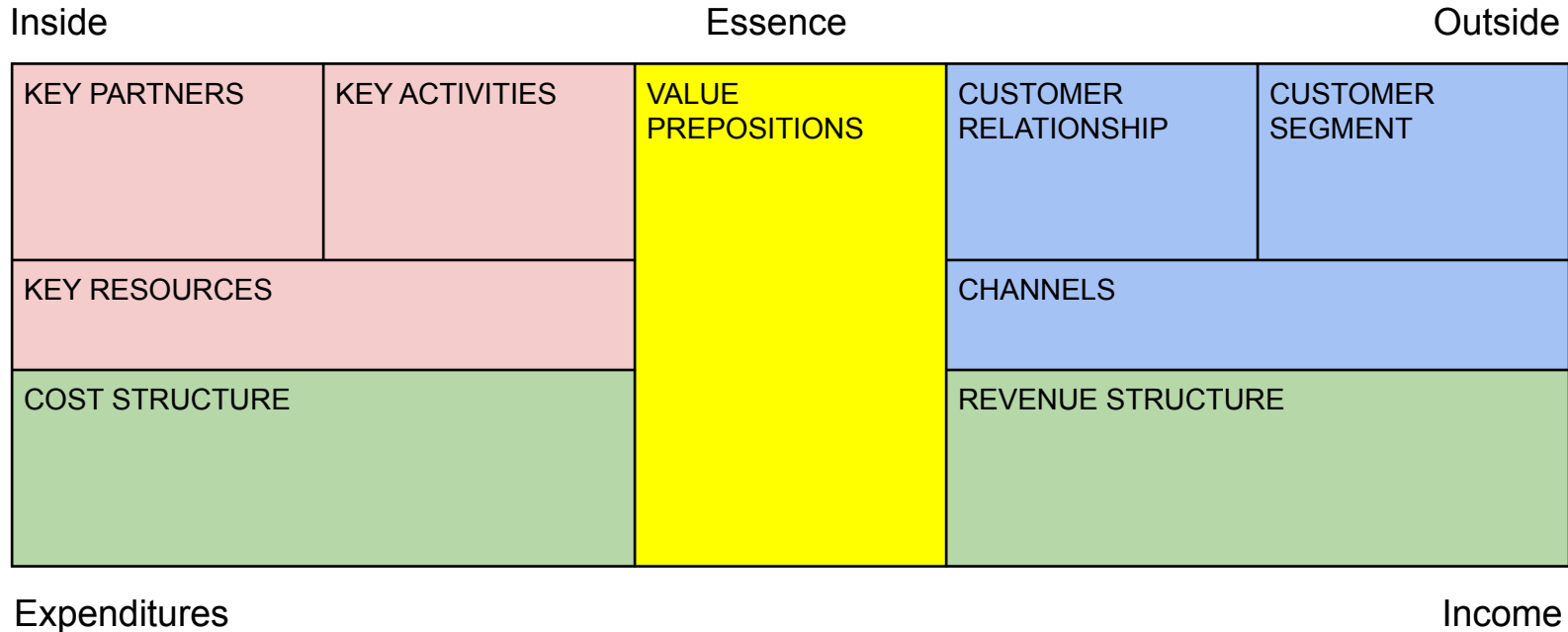


How much?



Business Model CANVAS

- 2005 by [Alexander Osterwalder](#)



Business Model CANVAS

- 2005 by [Alexander Osterwalder](#)

Feasibility

Can we deliver it?



Desirability

Do customers want it?

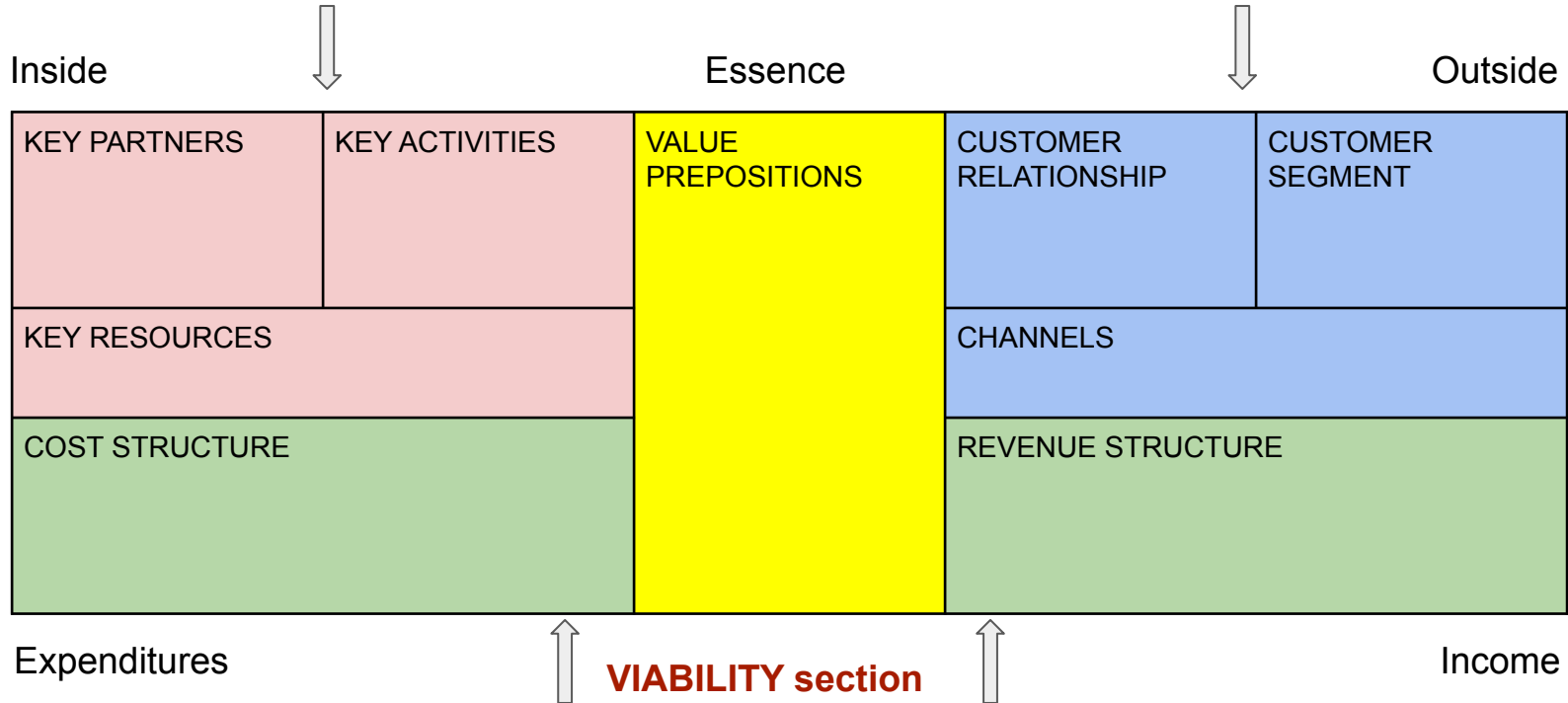
Viability

What is it worth?

Business Model CANVAS

FEASIBILITY section

DESIRABILITY section



1. Value proposition

- What is the problem/need that we resolve in the society/at our client?
- Why would someone want to resolve this problem?
- What causes this problem?
- What unique thing we can do to resolve this problem/need?
- How we communicate the unique thing we do (in an unique way)?



VISION AND MISSION STATEMENT

CLIENT SEGMENT - client Profile/Avatar

- Whose problem/need do you resolve?
- Who would appreciate your unique value?
- What do your clients have in common?
- Behaviour, thinking, routines;
- Are they conscious of the needs/problems they face?



CLIENT SEGMENT: 1. Demographic aspects
2. Sociographic aspects
3. Psychological aspects

CLIENT SEGMENT

Activities to be carried out:

1. Define your client avatar(s)
2. Define your market segment (more people from the same avatar form a segment)
3. Define the dimension of your market segment
4. Detail your client segment

CLIENT SEGMENT - market analysis tools

DESIRABILITY section

Market Analysis Questionnaires

Question examples:

- How likely is it that you would recommend this product to a friend or colleague?
- What do you like most about the product?
- What do you like most about competing products on the market?
- What reasons do you have for choosing the product?
- What are the reasons why you might not purchase the product?
- How often do you buy this product?
- Do you have any negative experience with similar products?

CLIENT RELATIONS (interaction with clients)

- Do you want/need a long/short term relation?
- Do you need human contact/technology?
- Where is your focus: new client/loyalising?
- What type of relationship does each of our Customer Segments expect us to establish and maintain with them?
- Which ones have we established?
- How costly are they?
- How are they integrated with the rest of our business model?

CHANNELS

- How and where do we communicate to the customers about our products/solutions?
- Where are our clients? How are we reaching them now?
- Where do clients prefer to buy our products?
- How do they prefer to buy our products? (card/cash; website/physical)
- Through which Channels do our Customer Segments want to be reached?
- How are our Channels integrated? Which ones work best?
- Which ones are most cost-efficient?
- How are we integrating them with customer routines?

KEY ACTIVITIES

- What do you have to do in order to fulfill your promise (vision)?
- What departments are necessary to undertake these tasks?
- What Key Activities do our Value Propositions require?
- Which are our Distribution Channels?
- How do we plan envisage our Customer Relationships?
- Which are our main Revenue streams?



PROCESSES AND TASKS

KEY RESOURCES

- What do you need in order to fulfill those activities (fix/human resources)?
- What Key Activities do our Value Propositions require?
- Which are our Distribution Channels?
- How do we plan envisage our Customer Relationships?
- Which are our main Revenue streams?

Examples: human resources, technology, equipments, database, location, material stock, brand

KEY PARTNERS

- Which abilities are your (entrepreneur) strengths and which of them are not?
- Who will help you offering the value you promised (partners, stakeholders, collaborators)?
- Who are your Key Partners?
- Who are your key suppliers?
- Which Key Resources are you acquiring from partners?
- Which Key Activities do partners perform for you?

COST STRUCTURES

- What are the most important costs inherent in our business model?
- Which Key Resources are most expensive?
- Which Key Activities are most expensive?
- Is the cost fix/variable?

REVENUE STRUCTURES

- The price you are selling per client segment;
 - The frequency of selling the products;
 - The medium value of income per products;
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- For what value are our customers really willing to pay?
 - How would they prefer to pay?
 - How much does each Revenue Stream contribute to overall revenues in terms of percentages of the total?

The main benefits of a Business Plan for artisans?

- To prove that you're serious about your business.
- To establish business milestones.
- To better understand your competition.
- To better understand your customer.
- To assess the feasibility of your venture.
- To document your revenue model.
- To determine your financial needs.
- To attract investors.
- To reduce the risk of pursuing the wrong opportunity.
- To force you to research and really know your market.
- To position your brand.
- To judge the success of your business.
- To document your marketing plan.
- To uncover new opportunities.