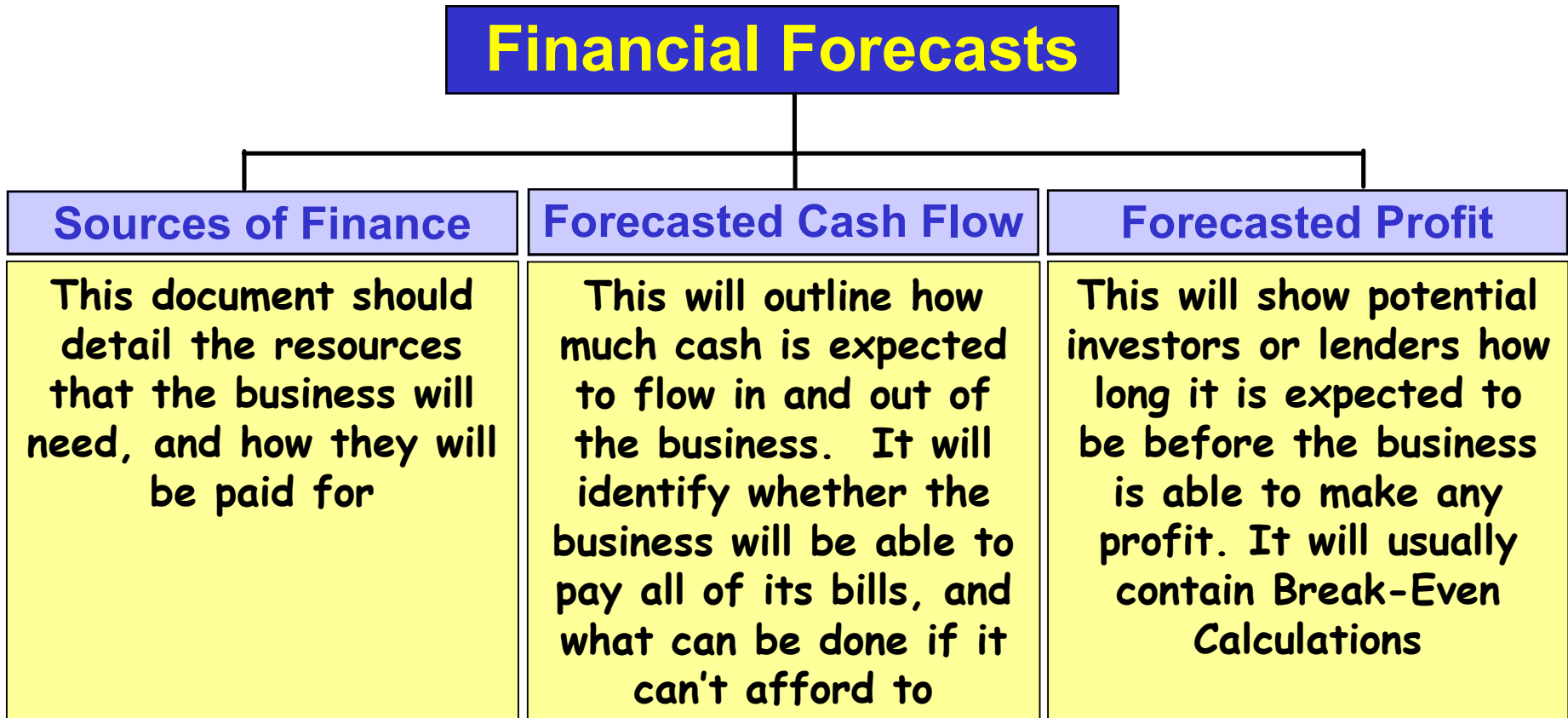




Financial Forecasts

- The financial forecasts are a key element of a business plan
- They usually consist of 3 important elements





Marketing & Sales Information

● The Marketing section of a business plan should contain:

➤ **The Marketing Objectives**

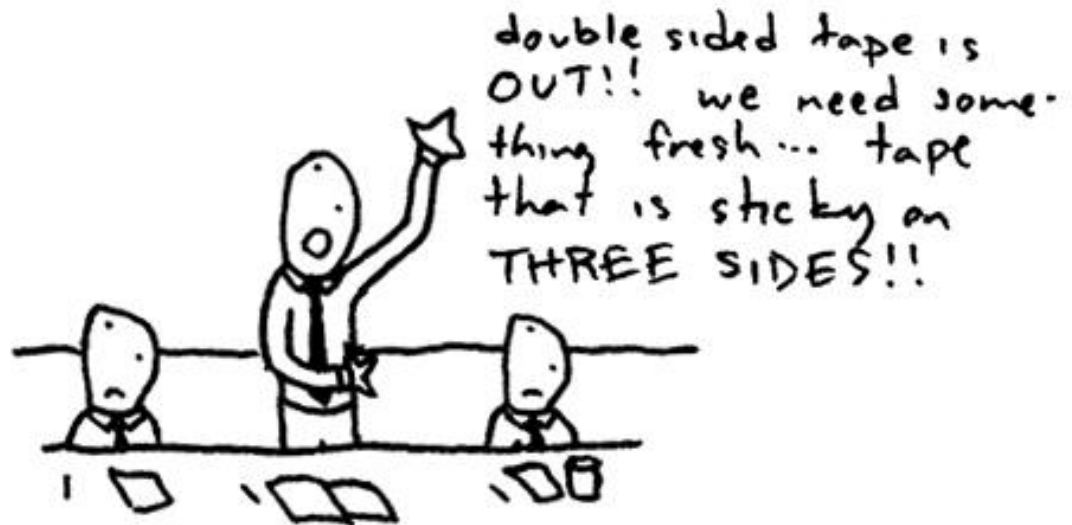
- Market share
- Market trends
- Brand awareness

➤ **Market Research**

- Customer wants
- Competition

➤ **Marketing Mix**

- Product
- Price
- Place
- Promotion





Operations

- This section of the business plan should describe:
 - The location of the business
 - The products that will be produced
 - The methods of production that will be used
 - The resources that will be required
 - Where the resources will be obtained from
 - The cost of obtaining the necessary resources

