

# Business Planning

From Idea to Success in 6 Steps



## Identify the Problem

Point out the challenges, frustrations, and unmet needs



## Present Your Idea and Vision

Explain your idea, develop a clear mission statement, and identify long-term goals.



## Conduct Market Research

Analyze your competition and target audience. Provide up-to-date sources.



## Develop a Marketing Strategy Program

Create a marketing mix and explain the product, price, place, and promotion



## Deliver an Action Plan

Outline specific steps, tasks, and resources vital to turning your into reality.



## Finance Your Idea

Explain your funding scheme and present financial projections



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## *Tentative*

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