

# [Essay on entrepreneurial plan ( business plan )](https://assignbuster.com/essay-on-entrepreneurial-plan-business-plan/)

[](https://assignbuster.com/)[Business](https://assignbuster.com/essay-subjects/business/), [Entrepreneurship](https://assignbuster.com/essay-subjects/business/entrepreneurship/)

ACKNOWLEDGEMENTS The researchers would like to express their deepest gratitude appreciation to the people who helped, participated and inspired the researchers for making our business plan a success. First of all the researchers would like to thank God for giving us patience, strength, knowledge, and guiding us through accomplishment of this business plan. We also heartily give thanks to our beloved parents for giving us lots of understanding, guidance, and moral support and for financial help in the preparation of this business plan. The researchers would like to thanks for the following people in the making this possible.

To Professor Cherry D. Comia, our chairperson in EVSAP and our head adviser, for giving us guidance and support. To our panelist for giving guidance, advice and encouragement for making this business plan possible. To the students and to our dearest friends who are always there to motivate us, support us and understanding in making this plan. Thank you and God bless. TABLE OF CONTENTS I. Introduction …………………………………………………………………….. 1 II. Executive Summary …………………………………………………….. ……. 3 III. Business Description ………………………………………………………..... 7 IV. Major Assumptions ………………………………………………………. …. 11 V. Definition of Terms …………………………………………………………………………………. 6 VI. Marketing Plan ………………………………………. ……………………… 23 A. Market Description and Assessment ……………………………………. … 24 B. Market Segmentation, Targeting and Positioning …………………. ……. 24 C. Competitor/Competition Analysis …………………………………………... 25 D. Marketing and Sales Strategies ………………………………………...... 28 E. Sales Projections ……………………………………………………. …. …… 33 VII. Technical Plan …………………………………………………………….. … 41 A. Productions/Operations Design …………………………….. …………. ….. 47 B. Capacity Analysis and Production Scheduling ………………………....... 59 C. Product Costing ……………………………………………………………… 61 D. Break-even Analysis ………………………………………………………… 69 E.

Nutrition Facts …………………………………………………………….. …. 71 F. Expiration date …………………………………….. ………………….. ……. 72 G. Lay-out ……………. ……………………………………………………. ……. 72 VIII. Organizational-Management Plan …………………………………………. 73 A. Job Analysis and Organizational Structure ……………………………….. 74 B. Compensation Scheme …………………………………………….. ………. 79 C. General and Functional Policies ……………………………………... ……. 80 D. Gantt Chart/Plan of Action ……………….. ……………. …….. ……………. 84 IX. Financial Plan…………………………………. ……….. ……………………. 86 A. Funding and Financing Plans ………………………………………………. 87 B. Total Capital Requirement/Projection Cost ……………………………….. 8 C. Financial Projections …………………………………………. ………….. … 89 D. Financial Ratios………………... …………………………………………… 104 X. Socio-Economic Study …………………………………….. ……………… 112 XI. Risk Assessment …………………………………………………………… 115 Bibliography ……………………………………………………... …………………. 118 Appendices …………………………………………... …………………………….. 121 Appendix A – Sample Questionnaire . …………………….. …………………. 122 Appendix B – Tabulation of Survey Results ………... ………………………. 126 Appendix C – Curriculum Vitae …………………………. ……………………. 135 Product Approval Sheet ……………………….. ………………………………….. 149 Certification of Proofreading ……………………………………….. …………….. 150