

Nice to Have (but NOT Constraints)

Things that would be great, but that we can find a workaround for. Most items that we think are constraints end up here. These are things that we can buy in, rent or somehow manage to get. They're not so critical that the business won't run without them.

Example: Trainer with experience in teaching course ABC.
Ability to use companies name in marketing collateral.

Key Delivery Requirements

Things that we need in order to service constraints / deliver your service-product. These are the things that take your client to the end point of having used your product/service. If you have a constraint, the things that manage/interact with that constraint should be mentioned here, as they'll be equally important.

Example: Relationships with colleges to provide students
Syllabus, Trainers & Facility to train students

Competition

Anybody who could take my prospective client away, to someone else doing the same job or to somewhere else entirely. Remember to list indirect competition. If you can't think of anybody for these sections, you've not done enough homework. Before you begin, you should know a lot about how your competition works.

Example:	Direct	ABC Corporation Companies own college recruitment programme
	Indirect	Post graduate programmes

Go To Market Strategy

Where and how will I get my clients (that pay me money). Always identify where & how you will get your clients before you start your business. Preferably, physically verify this, and spend some time sampling your prospective clients. You can never rely entirely on media.

Example:	Direct Sales	Recruitment booth at colleges (list of colleges) Recruitment booth at job fairs (list of fairs)
	Media	SEO, Newspaper, Employment Papers Poster/Collateral campaign at student hangouts

Basic Financial Projections

You should have a basic estimate on how much you will make per unit/per sale. Remember to consider as many hidden costs as you can, including your own time! This is NOT a substitute for a detailed projection, which should be built as your business case develops - a good Profit&Loss forecast and a Balance Sheet will tell you what you're going to need to make this work.

Example:	Revenue (Per Class of 30 students, 3 months)
	Revenue per student: 40,000 Rs per 3 month session
	Revenue per class: 12,00,000 Rs per class
	Costs (Per Class of 30 Students, 3 months)
	1x Teachers salary: 3,00,000 Rs
	1x Teaching Facilities: 1,50,000 Rs
	1x Misc. admin & COGS: 3,00,000 Rs
	College Overheads: 3,00,000 Rs
	Total Profit: 1,50,000 Rs per 3 month class

Implementation plan over time

What you need to do, and in what order(if possible deal with constraints first)
(This is important, make sure you complete this section)

Example:

- Create basic syllabus
- Get company relationships
- Get teachers & create detailed syllabus
- Create literature/collateral
- Sell 30 places on course through college fair marketing

A quick **ONE PAGE** Business Plan Template

The Key People

Example: Person 1, Dean at ABC School, Setup ABC School, Heads of all colleges in London
Person 2, Placement officer at XYZ School, 10 years placement exp, HR at 100 companies

Vision

Example: To be the largest national, premiere institute that bridges the gap between formal education and employability.

Mission (Customer)

Example:

- 1 Provide jobs in companies for graduates, through training & company tie-ups
- 2 For Bachelors graduates
- 3 The fees will be paid by the student/their parents.
The company will pay a recruitment fee per student that is successfully absorbed.
- 4 Parents will pay because we guarantee their children a job in a company.
Companies will pay because they are short staffed and have recruitment agent policies that allow this type of payment

Key Constraints

Example: Relationship for employment of our students with a company.

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Syllabus, Trainers & Facility to train students

Competition

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Go To Market Strategy

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Basic Financial Projections

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Implementation plan over time

Example: Create basic syllabus, prospective teachers & prospective location
Get company relationships,
Create literature/collateral)
Sell 30 places on course through college fair marketing
Get Teachers