

Suggested Report Structure:

New Business Proposal**1.0 Executive Summary** (intro)**1.1 Business profile**

- business history / current position, ownership
- core values, vision/aim/purpose/mission, design philosophy/ethos/position
- services/products

1.2 Strategic Goals**2.0 Market Research**

- market/industry assessment, competition
- key targets / target market / customer/client base
- SWOT, critical success factors
- market position, competitive edge/advantage

2.1 Marketing Strategy (branding/positioning)

- marketing strategy, use of technology / e-commerce & technology, channel to market / distribution channels, promotional methods / tactical promotion plan, strategic alliances, marketing budget, credibility & risk reduction, marketing examples

3.0 Organisational Structure, Operational Methods & Systems

- team / personnel plan, organisational structure, advisors, operational details, skills/experience/training/retention, management systems, intended growth / growth plan (what section?)
- human resource management, office management strategies, project management systems

3.1 Financial Planning

- startup requirements, cash-flow chart/forecast, profit & loss chart/forecast, sales revenue assumptions, risk analysis (?)

4.0 Summary**5.0 Appendices**

- financial documentation
- marketing material/collateral (brand identity/website/portfolio/business cards etc)

Assessment weighting:business/financial **50%** | marketing **50%**