# Business plan

## Business idea

## Description of product or service

## Customers and market information

###  Customers and target groups

###  Market situation

###  Competitors

## Business strategy and resources

###  Sales and marketing

###  Your own skills

###  Bookkeeping and financial planning

## Company image

## Financing

## Profitability and pricing

## SWOT-analysis

## Business calculations (See Excel-templates on [www.potkuri.fi](http://www.potkuri.fi))

##  Self-evaluation and comments

##  Business advisor’s statement

## Attached: Business calculations

# CONFIDENTIAL

## Personal information

### Name: Click here to write

### Date of birth: Click here to write

### Address: Click here to write

### Phone: Click here to write

### E-mail: Click here to write

### Education: Click here to write

### Profession: Click here to write

###

### Full time entrepreneur [ ]

### Part-time entrepreneur [ ]

## Business idea

Click here to write

## Description of product or service

Click here to write

## Customers and market information

### Customers and target groups

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### Market situation

Click here to write

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### Bookkeeping and financial planning

Click here to write

## Business image

Click here to write

## Financing

Click here to write

## Profitability and pricing

Click here to write

## SWOT-analysis

### Internal factors

Strengths:

Click here to write

Weaknesses:

Click here to write

### External factors

Opportunities:

Click here to write

Threats:

Click here to write

## Business calculations

### (See Excel-templates on [www.potkuri.fi](http://www.potkuri.fi))

## Self-evaluations and comments

 weak passable satisfactory good

1. **Professional knowledge**

Education [ ]  [ ]  [ ]  [ ]
Related work experience [ ]  [ ]  [ ]  [ ]

1. **Competitive situation** [ ]  [ ]  [ ]  [ ]
2. **Entrepreneurship education/
-work experience** [ ]  [ ]  [ ]  [ ]
3. **Knowledge of the branch**

Customer base [ ]  [ ]  [ ]  [ ]
Market demand [ ]  [ ]  [ ]  [ ]
Market [ ]  [ ]  [ ]  [ ]
Stakeholder relations [ ]  [ ]  [ ]  [ ]
Legislation [ ]  [ ]  [ ]  [ ]

1. **Business knowledge** [ ]  [ ]  [ ]  [ ]
2. **Business candidate’s attributes**

Independent decision-making skills [ ]  [ ]  [ ]  [ ]
Initiative taking skills [ ]  [ ]  [ ]  [ ]
Motivation to be an entrepreneur [ ]  [ ]  [ ]  [ ]
Aptitude for entrepreneurship [ ]  [ ]  [ ]  [ ]
Risk-taking abilites [ ]  [ ]  [ ]  [ ]

1. **Feasibility of your business idea** [ ]  [ ]  [ ]  [ ]

**Estimated turnover 12 months:** Click here to write

**Estimated turnover 1–6 months:** Click here to write

**Etimated start-up period with no income:** Click here to write

**Business candidate’s comments:**
Click here to write

## Business Service Centre Potkuri

### Turku, [Dokumentin pvm]

### Business advisor Click here to write