# 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

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### Your own skills

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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