Create your own Business Plan

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For Tibetan Entrepreneurs in Responsible Tourism
What is a business plan? 什么是商业计划？
Why do you need a business plan? 你为什么需要一份商业计划？
Who is your business plan for? 为谁创建？
How to create a business plan? 该如何创建商业计划？
What is a Business Plan?

• 1. A business plan includes the what, why, how, when, and who about your company.

• 2. It's your road map to success in starting and running your new company.

• 3. It includes 11 sections about your company, industry, customers and more.
Why do you need a Business Plan?
为什么要创建商业计划？
ཐུགས་ཐུགས་ཆོས་ལེགས་ཐེ་ཚེ་དེ་ལས་དེ་ལས་ཐོག་

• Would you climb Everest without a plan? 如果不事先定好计划，你敢爬珠峰吗？
• Planning identifies risks and opportunities. 计划能考察风险，确定选项。
• It's your map for your business growth. 这是引导你业务增长的蓝图。
• འོ་དྲ་ཚོབ་ཁྱིམ་གཞི་ད་དཔེ་རིས་ཤིག
Who is your Business Plan for?

1. It is created to guide you 不仅可以引导你
2. It can help explain your ideas to potential business partners
3. It can help convince banks or investors to loan you money 并且能说服投资者投入资金。

Create Your Business Plan Sustainable Businesses. Smart Marketing.
A business plan has 11 key sections

11个要点

1. Cover Page 首页
2. Executive Summary 执行总结
3. Company Overview 公司概述
4. Industry Analysis 行业分析
5. Customer Analysis 顾客分析
6. Competitive Analysis 竞争性分析
7. Marketing Plan 推广计划
8. Operations Plan 运营计划
9. Management Team 管理团队
10. Financial Plan 财务计划
11. Appendix 附录
1. Cover Page

- What to include on your cover page?
  - Your name and company name
  - Contact Information (address, telephone, email)
  - Your company logo
  - Your company slogan or mission statement
  - Wow Factor + Emotional Hook

- “I want that!” Emotion-evoking imagery

Create Your Business Plan  Sustainable Businesses. Smart Marketing.
ABC Trekking INC

Walking with you for 25 years.

October 2018

Jane Hiker
1234 Ramble Way
Walkerton, OR
123456
555-545-5455
jane@abctrekking.com
www.abctrekking.com
You always write this section last, so we will come back to the Executive Summary at the end.
3. Company Overview

公司概述

公司概述

• The details about your company

– Registration details and location of your company

• History

• What is your company selling? or what would you like to start selling?

• What makes your product(s)/service(s) unique or special?

• What is/do you think will be your market?
3. Company Overview

What is your Mission Statement?

What is your company all about? What is its intention?

What gives the company meaning and direction?
3. Company Overview

公司概述

西藏邦雄有限公司

- What is your Action Plan?

- What are your company’s long term and short term goals?

- What actions do you need to take to meet your goals?

- How much time will it take to meet each goal?

- Who is going to take the actions?
What research have you done into the current market for your product or service?

• What is the size of your market?
• What are the trends in the market?
• What is the expected growth of your market?

Example: 例如  例如

• It is estimated that the number of domestic trips in China would increase to about 2.38 billion trips by 2020.

- statista.com
5. Customer Analysis
顾客分析
མི་ཟེར་གཏོང་བེར་ཟེར།

• Who are your target customers? 目标群体

  - Age 年龄
  - Nationality 国家
  - Income 收入状况
  - Education 教育
  - Interests 兴趣爱好
  - Influenced by 消费情况受什么影响
  - Family size 家庭大小

• What does your ideal customer need or want?

• How does your company satisfy his/her needs best?

  - 你的公司如何最大程度地满足他们的需求？
6. Competitive Analysis

• Who are your competitors? 竞争者有谁？
  རད་ལ་དབྲེལ་བའི་ཕུན་ཚོགས་པ་ལ་སྙིང་མཐུན་དུ་སྣང་བ་མེད།

• What are your competitors strengths and weaknesses? 他们的长处和劣势在哪里？
  ལོ་རི་གི་ལྟར་གཞན་གཞི་ལས་གང་དཔེར་བཤད་ཞིིས་པར་མེད།
6. Competitive Analysis

- SWOT analysis

- What are your company’s strength and weaknesses (internal)?

- What are your company’s opportunities and threats (external)?
• When you compare your company to your competition, what makes you special?
• Why will your company do well?
7. Marketing Plan

何是你的品牌定位？你的品牌定位是什么？

• How are you going to convince your potential customers that your services are fulfilling their need(s)?

• How will you convert them into customers?

• How will you use the marketing mix?

• What is your brand positioning?
8. Operations Plan

• What operational processes need to happen for your business to succeed? 业务成功开展要做些什么事情？

• Examples: 例如

  – Operate daily restaurant services. 提供日常餐饮服务
  – Keep guests safe on trekking tours. 保证游客在长途跋涉中的安全
  – Harvest medicinal plants at right time. 在恰当的时机收割药用植物
8. Operations Plan

运营管理

• What suppliers do you need?
供商

• What equipment do you need?
设备

• What technology or software do you need?
科技

• What payment modes do you need?
付款方式

• How will you monitor the quality of your service?
质量监控
What is your sustainability plan?

- How will you limit your impact on the environment?
- How will you impact local communities and how can you involve them?
9. Management Team
管理团队

• Who is running your company? 谁是管理者?
  མཚན་འདེབས་ཐོ་སྦྱོང་དུས་དང་ཆུ་མོ་ཐོ་སྦྱོང་
• How good are they? 他们有多棒
  མཚན་འདེབས་ཐོ་སྦྱོང་
• Is anyone key staff missing? 有角色缺人吗？
  མཚན་འདེབས་ཐོ་སྦྱོང་
• Prove why your team is qualified to run your company. 证明你的团队足够有能力带领整个公司
  མཚན་འདེབས་ཐོ་སྦྱོང་
10. Your Financial Plan

• How will you earn money? 如何盈利？
• How much will it cost you to run your business? 预计需要投入资金多少？
• Do you need loans? 是否需要贷款？
• How will you pay them back? 贷款怎么偿还？
11. Appendix
附录
lusmaretna

- Supporting documents to your business plan. 创业计划的一系列文件
- Full Financial Projections: income statement, balance sheets, cash flow, etc. 完整的财务预估：收入说明，资产负债表，流动资金等等。
- Map(s) of your area of operations. 涉及的领域研究图
- Pictures of your products or services. 产品或服务展示
2. Executive Summary

• Summarize your plan in one A4. 简要描述你公司的业务

• Focus on: 重点

1. Why your business is going to be successful.

1. How are you going to reach and sell to your market

3. What your plans are for the future

4. How you plan to finance your company

Create Your Business Plan  Sustainable Businesses. Smart Marketing.
Vision + Action
设想+行动

Vision without action > Only daydreams
只有设想没有行动→白日梦

Action without vision > Burn out and lose the way
只顾行动不做好计划→非常累而且会失去方向

Vision with action can change the world.
将计划付诸行动才能改变这个世界。
Thank You!

谢谢你！