

Section	Your plan	Skills needed
<p>Product and services</p> <ul style="list-style-type: none">• Describe in depth your products and/or services• What factors will give you a competitive advantage over your rivals?• What is the pricing structure for your products/services?• What are the benefits of your product/service to the customer?		
<p>Marketing strategy</p> <ul style="list-style-type: none">• Who is your target customer? What features do they have?• Do you have more than one group of target customer?• How do you plan to encourage your target groups to purchase your product/service?• What products/services might compete with yours?• What is your product/service's niche?		

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<p>Operational plan</p> <ul style="list-style-type: none">• How and where will your product/service be produced?• Will you require employees?• Will any inventories need to be kept? Such as raw materials?		
<p>Management and organisation</p> <ul style="list-style-type: none">• Who will manage the day-to-day running of the business• What activities will they engage in?		