

	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? 		

STRETCH | Can some of the advantages you have identified be seen as a disadvantage, or vice versa What personal characteristics might make someone see these as an advantage or disadvantage?

	Your plan	Skills needed
<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? 		

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