

# MEM 202: Business Plan for Micro Enterprises

*Credits: 3*  
*Lecture Hours: 48*

## **Course Objective**

The main aim of this course is to provide students with the fundamentals and analytical aspects of business plan and impart skills for preparing effective business plans for micro enterprises.

## **Course Description**

The course introduces business plan and need and significance for writing business plan. It also familiarizes the format of a business plan. It discusses industry and market analyses, marketing and operational plans, management and organization, and financial plan

## **Course Details**

### **Unit 1: Introduction**

**LH 4**

Concept and nature of business plan; Need for writing business plan; Significance of writing business plan; Who should write business plan; Audience of business plan; Types of business plan and choosing a best type of business plan; Features of a good business plan

### **Unit 2: Preparing Business Plan**

**LH 5**

Format of business plan; Cover page and table of contents; Executive summary; Business description; Mission statement; Products and services; Current status; Legal status and ownership; Selecting the name for enterprise; Primary considerations in naming the enterprise; Legal issues

### **Unit 3: Industry Analysis**

**LH 7**

Concept and nature of industry; Industry size; Industry growth rate; Industry sales projections; Industry characteristics; Industry structure; Industry participants; Industry trends; Environmental trends; Business trends; Industry long-term prospects

### **Unit 4: Market Analysis**

**LH 8**

Concept and nature; Market segmentation; Target market selection; Target market size and trends; Buyer behavior; Competitor analysis; Identifying direct, indirect and future competitors; Competitive analysis grid; Estimate of annual sales and market share

### **Unit 5: Marketing Plan**

**LH 8**

Concept and nature; Overall marketing strategy; Positioning strategy; Points of differentiation; Pricing strategy – cost-based pricing vs. value-based pricing; Other pricing related issues; Sales process; Promotion mix; Distribution and sales; Sales strategy and related issues

### **Unit 6: Management and Organization**

**LH 4**

Concept and nature; Management team; Team of personnel; Compensation; Advisors and other professionals; organization structure

### **Unit 7: Operational Plan**

**LH 7**

Concept and nature; Operations plan; Operations model and procedure; Enterprise location; Facilities and equipment; Operations strategy and plans; Product development plan; Challenges and risks; Costs; Intellectual property

**Unit 8: Financial Plan****LH 5**

Concept and nature; Source and use of funds statement; Pro forma financial statements; Pro forma income statement; Pro forma balance sheet; Cash flow; Ratio analysis

**Basic Textbooks**

Bruce R. Barringer. *Preparing Effective Business Plans: An Entrepreneurial Approach*. New Delhi: Pearson Education

Jeffrey A. Timmons, Stephen Spinelli and Andrew Zacharakis. *Buisness Plan That Work: A Guide for Small Business*. New York: McGraw-Hill

**References**

Colin Barrow, Paul Barrow and Robert Brown. *The Business Plan Workbook: The Definitive Guide to Researching, Writing up and Presenting a Winning Plan*. Philadelphia: Kogan Page

William Lasher. *The Perfect Business Plan Made Simple*. New York: Broadway Books