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## **MBAF 503: Term Paper – Business Plan**

### **Business Plan Assignment: (weight 20%)**

Over the duration of the course, you will work to develop a business plan for a product or service for a company of your choosing.

The business plan will include:

#### **1. Executive Summary**

- a. This section of your business plan will provide the reader with information about your company, the market, competitive analysis, highlights about your product/service, the value proposition, marketing and sales plan, management and organization, and a financial summary.

#### **2. The Company**

- a. Name and Location
- b. Vision and Mission
- c. Legal Form of Business Ownership
- d. Employees

#### **3. A Product or Service Plan**

- a. Purpose of Product/Service
- b. Features and Benefits
- c. Value Proposition
- d. Production
- e. Suppliers

#### **4. A Marketing and Sales Plan for the above**

- a. Advertising and Promotion
- b. Sales Strategy
- c. Internet
- d. Pricing Strategy

#### **5. A Financial Plan for the above**

- a. Start up costs
- b. Sales Projections
- c. Income Projections

**Limit this document of no more than 20 pages (excluding Title page, table of content and appendices)**



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