

AFFÄRSPLAN

Namn

Företag

Adress

Telefon

E-post

Hemsida



AFFÄRSPLAN

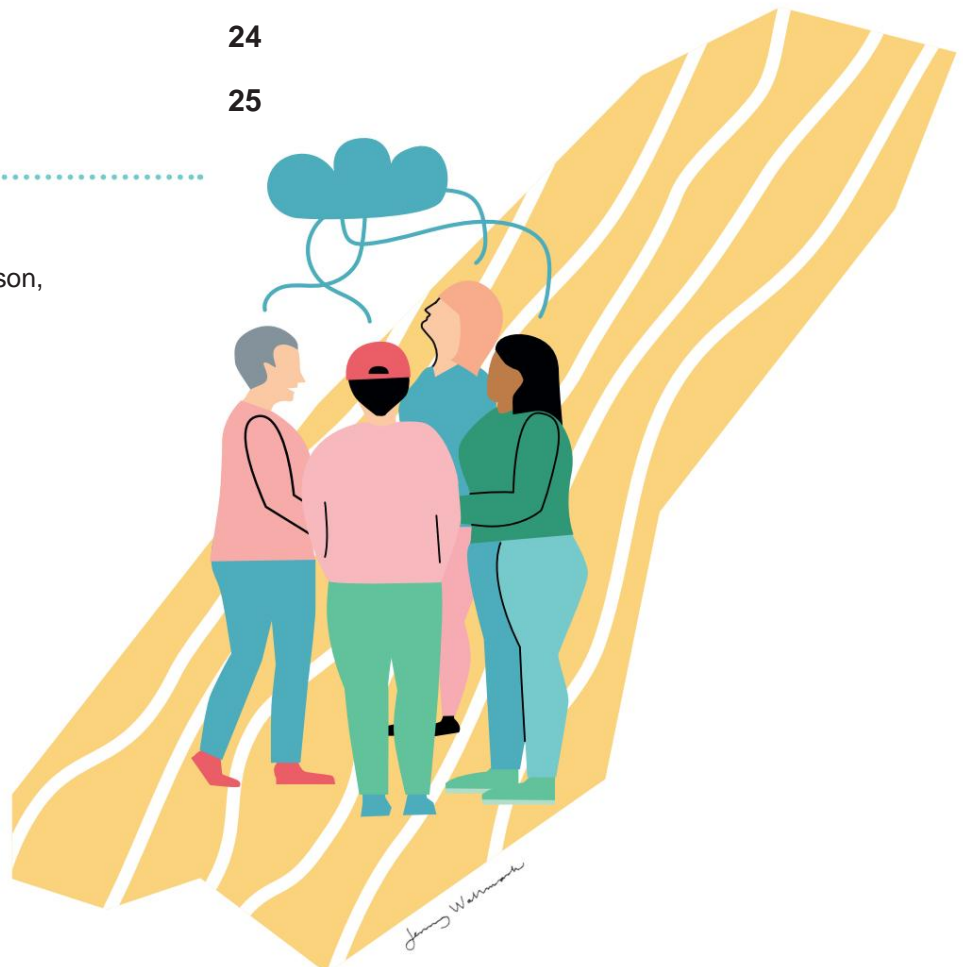
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Cooperation





BUSINESS IDEA

ÿ The company's business concept is a concise way of describing who the customer is, what needs the company satisfies through its products and / or services, how to make money and not least describe the company's strengths.

Many smaller companies, whether they are cooperative or not, rarely have a written business idea. It is there anyway - in the members' heads. As long as there are only a few, it can go well, but as soon as there are more and when the company is to collaborate with others, it is important to try to formulate it in writing. It is then easier for others to see what the business is about and how the company's goals are to be achieved.

Some advice that facilitates the formulation of a business idea. A business idea should:

- Correspond to a need in the market
- Feel free to be unique
- Must be comprehensible
- Can be expressed concisely, no more than two to three sentences.
- Provide a basis for the cooperative's identity, your profile
- Everyone in the group must know and be behind the business idea
- Follow up the business idea after a while and ask yourself - is this still true?

Think about these questions

- ÿ What are you going to sell? Describe your product, service, etc.
- ÿ Who should be your customers?
- ÿ How should the product or service be sold?
- ÿ Which geographical area should you sell to?
- ÿ Why should customers buy from you?
- ÿ How can your product or service be as sustainable as possible?
- ÿ How can your product or service maximize the positive impact on people, society and the environment?
- ÿ How can your product or service minimize the negative impact on people, society and the environment?
- ÿ How can your product or service help your customers make more sustainable choices?



BUSINESS IDEA

What are we going to sell:

The following people / organizations are our customers:

In this way we will sell our services or goods:



BUSINESS IDEA

Here are our customers:

Customers should buy from us because we:

Summary. Our business concept is:



VISION, GOALS AND STRATEGY

ÿ A vision is our common desire for how we want our company to look in the future.

A vision should provide power and energy and describe what it is we want to achieve.

We have several goals to be able to achieve our vision. Our goals are smart, which means that they are Specific, measurable, accepted by everyone, possible to implement, ie realistic and timed.

A strategy describes the way we should work to achieve our goals.

Our common vision for the company is:

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In order to realize the vision, we have several different goals and for each goal a strategy or plan for how we will realize our goal.

Goal 1

--

Strategy

--

Goal 2

--

Strategy

--

Goal 3

--

Strategy

--

Goal 4

--

Strategy

--



VISION, GOALS AND STRATEGY

SWOT analysis

When we analyzed our business idea, we found the following strengths, weaknesses, opportunities and threats.

Our business concept

Strengths

Weaknesses

Possibility

Threat

We intend to address the weaknesses we see in our business concept in the following way:

We have the following preparedness to meet future threats:

Action plan to show / strengthen our strengths and take advantage of our opportunities:





OPERATION

Good or service

ÿ Try to accurately describe the goods or services, or perhaps both, that you intend to offer your customers. The following questions may be helpful to consider.

If you are going to sell goods and services, it is good to think about:

- ÿ Do you need special premises and / or invest in machines?
- ÿ Are you unique or special in any way?
- ÿ Are you offering the services in a special place or are you mobile?
- ÿ How should you price?
- ÿ Are there many competitors offering similar services and if so why should customers choose you?
- ÿ If the customer is satisfied or dissatisfied, they only know after you have delivered the service, therefore it is important to find out what the customers think. Do you have a plan to find out what customers want?
- ÿ How can your product or service be extra good for the environment, the climate or people?
- ÿ How can you minimize waste, transportation, energy consumption, material consumption?
- ÿ Is it possible to reuse resources in your business?
- ÿ How can you make sustainable choices of suppliers?
- ÿ How can your product or service contribute to more sustainable consumption?

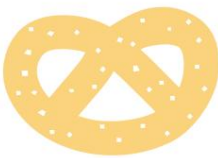
Describe your service / product:

Core service or ancillary service

ÿ A core service is the main product or service that you offer and an ancillary service is something extra that you can charge for or offer the customer as an added value.

Core service	Peripheral service	Charge / motivate	We invite / motivate





CUSTOMER

ÿ It is important to know who your customers are. Not everyone is your customer. If you start a café, it may be those who live nearby. If the café is open in the middle of the day, it may be lunch guests who work in the neighborhood. If you start a cleaning company, it may be companies rather than private individuals who are the customers. You need to call in your customers as best you can to know who you are going to market to and what their buying behavior looks like. It is important to keep in mind that it is not always the person who makes the purchase decision who actually pays.

ÿ Who decides the purchase for your particular product / service?

ÿ Are there different things that are valued by your different customer groups?

Customer / target group:	Description

The company's typical customer / target group is:



COMPETITORS



The company's three main competitors are:

1	
2	
3	

Justification for the above choice:

1	
2	
3	

Analysis of competitor 1

	They are better	We are better	What should we do?
Product	<input type="checkbox"/>	<input type="checkbox"/>	
Staff	<input type="checkbox"/>	<input type="checkbox"/>	
Place	<input type="checkbox"/>	<input type="checkbox"/>	
Award	<input type="checkbox"/>	<input type="checkbox"/>	
Impact	<input type="checkbox"/>	<input type="checkbox"/>	

Motivation and description of our conclusions for competitor 1:



COMPETITORS

Analysis of competitor 2:

	They are better	We're better	What should we do?
Product	<input type="checkbox"/>	<input type="checkbox"/>	
Staff	<input type="checkbox"/>	<input type="checkbox"/>	
Place	<input type="checkbox"/>	<input type="checkbox"/>	
Award	<input type="checkbox"/>	<input type="checkbox"/>	
Impact	<input type="checkbox"/>	<input type="checkbox"/>	

Motivation and description of our conclusions for competitor 2:**Analysis of competitor 3**

	They are better	We're better	What should we do?
Product	<input type="checkbox"/>	<input type="checkbox"/>	
Staff	<input type="checkbox"/>	<input type="checkbox"/>	
Place	<input type="checkbox"/>	<input type="checkbox"/>	
Award	<input type="checkbox"/>	<input type="checkbox"/>	
Impact	<input type="checkbox"/>	<input type="checkbox"/>	

Motivation and description of our conclusions for competitor 3:



MARKETING & SALES

ÿ We will market ourselves with social media, digital ads, website, newsletters, newspaper articles, radio and TV commercials...

1	
2	
3	
4	
5	
6	
7	

Why have we made these choices?

--

We will sell as follows:

--

Why have we made these choices?

--



MARKETING & SALES

Different companies want to be associated with different values. Volvo wants to be associated with safety, IKEA with quality that most people can afford with other companies wants to be associated with the environment, ecology and justice. We want to be associated with the following core values.

Core values that the outside world must associate with when they hear about our company

Your logo becomes a strong brand. Below are some examples:

LE
MAT

Yalla
trappan



This is how our logo and profile should be designed



MARKETING & SALES

We need to produce the following advertising material

Some examples of the company slogan:

We make entrepreneurs of more

Today Tomorrow Toyota

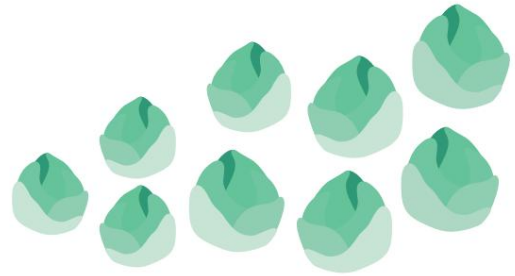
Go and gla, biscuit chocolate



Important sentences and words that describe our strengths and our offer:



THE COMPANY IN FIGURES



RESULTS BUDGET

Income

Sale

Other incomes

Variable costs

Raw material costs

Gross profit

Costs

Staff

Premises

Marketing

Administration

Insurance

Travel

Sale

Interest rates

Material

Other expenses

**All income
Amount**

STARTBUDGET CAPITAL REQUIREMENTS

Start-up costs

**Capital requirements
Amount**

Financing

Own money

Loan

Contribution

Accounts payable

**Financing
Amount**

It should be the same amount in these two boxes above



THE COMPANY IN FIGURES

Liquidity budget

Month 1 Month 2 Month 3 Month 4 Month 5 Month 6

Payments						
Incoming cash						
Sale						
Contribution						
New loans						
Own effort						
VAT back						
Other						
Amount						
Payments						
Goods						
Salaries						
Employer contributions						
Insurance staff						
Rents						
Electricity & water						
Consumables						
Accounting / administration						
Telephone / broadband / postage						
Travel & Accommodation						
Shipping & transportation						
Marketing						
Business insurance						
Investments						
Interest						
Amortization						
Contingencies						
Amount						



WE WILL START THE COMPANY



This is us:

Our educations:

We have experience of:

Our board consists of the following people. Name and task of the board:



WE WHO WILL START THE COMPANY

Competence inventory

ÿ In this schedule, we show what tasks there are in our company and how we plan to handle such tasks that we do not yet have sufficient competence to perform ourselves.

TASKS IN THE COMPANY

Task	I can do this	Want to learn more about	Want to escape

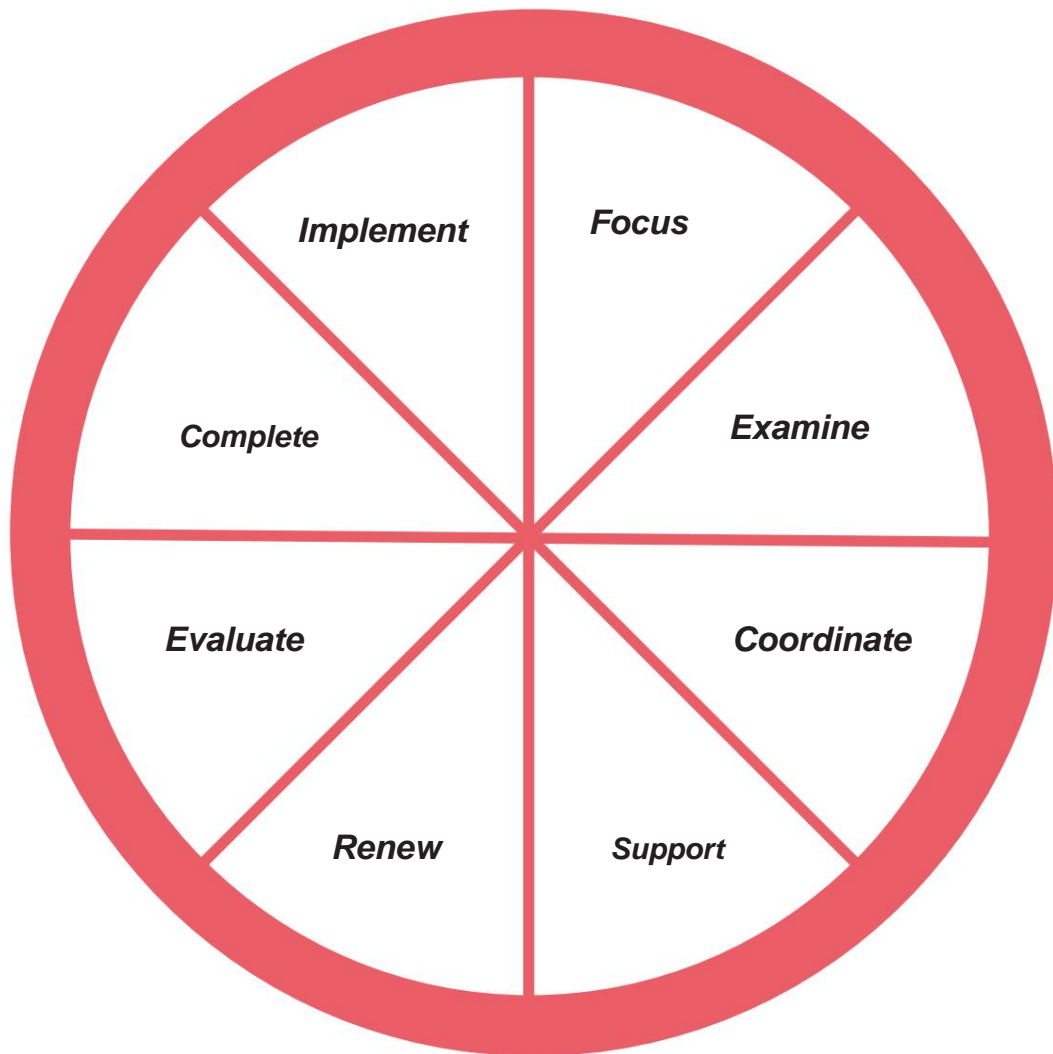
This is how we handle columns three and four:



Composition of the staff group

ÿ In a staff group, different personality types often get along.

We have done an analysis of our own group and found the following.

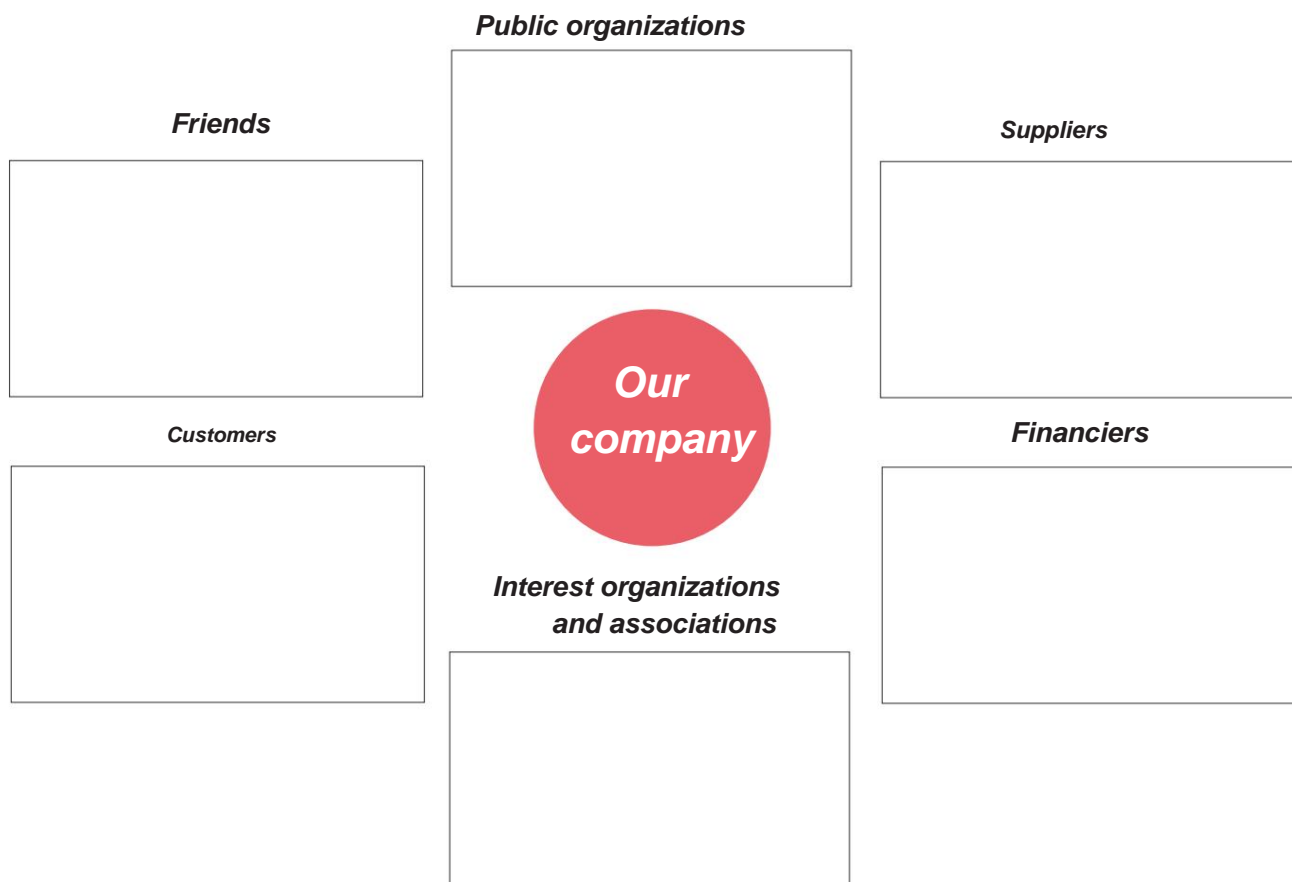


We draw the following conclusions from the composition of our staff group:



NETWORK & COOPERATION

As an entrepreneur, you come into contact with many different people and organizations. All of these belong to your network. Good contacts and a large network make it easier for you to become successful entrepreneurs. "Remember that it is between people that business is done and not between companies"



Some organizations are missing in our network but we have a plan to solve this:

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CORPORATE FORM & ORGANIZATION

We have chosen the company form:



The reason for the chosen company form:

These can become members of the company:

Our members require the following:



CORPORATE FORM & ORGANIZATION



This is how we think about profit:

The following values should characterize the cooperation in the company:

Illustration of our organization

Comments on the selected organization:



Checklist, Who takes care of .

The budgeting	
Billing	
Purchase	
Pay bills	
Salary payment	
Accounting	
Financial statements	
Declaration	
VAT, Taxes, employer contributions	

Laws that affect our company



1	
2	
3	
4	
5	
6	
7	



RISK ANALYSIS

ÿ We believe in our business idea, but we also know that there are risks. Here we have gone through possible risks and how to deal with them, *if* they occur.

<i>Risk</i>	<i>This is how we want to prevent it from happening</i>	<i>About it after all occurs, we think like this</i>



ACTION PLAN

ÿ This is how we will continue to work now that the business plan is ready.

Task	Responsible	Clear

Milestones and celebrations

ÿ Making an action plan is important, it is also important to celebrate when the goals are achieved.
Below is a list of different milestones that are worth celebrating.

Milestones	Celebration
<i>Tex. Our first customer</i>	<i>For example. Cake</i>



Do you have questions?

Contact us at [Coompanion](#)

