

## MARKET RESEARCH

- Total Addressable Market
- PESTLE Analysis
- Customer Analysis
  - Determining Personas
- Competitor Analysis
  - Strategic Groups
  - Competitor Information
  - Sectoral Prediction

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## BUSINESS MODEL

- Customer Value Proposition
- Key Sources
- Key Activities
- Key Partners
- Customer Segmentation
- Distribution Channels
- Product / Service Segmentation
- Cost Structure

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## BUSINESS STRATEGY

- Higher Purpose
- Core Competencies
- Situation Analysis
- SWOT Analysis
- Competitive Strategy
  - Competitive Strength
  - Competitive Advantage
- Market-Entry Strategy
  - Determining Beachhead Market

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## MARKETING PLAN

- Marketing Communication Mix
- Distribution Channels

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## IMPLEMENTATION PLAN

- Hardware, Software, Facilities, Materials and Labor
- Job Descriptions and Duty Assignments
- HR Plan

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## FINANCIAL PLAN

- Start-Up Requirements
  - Total Start-Up Expenses
- Sales Forecast
- Break-Even Analysis
- Projected Profit & Loss
- Projected Cash Flow
- Proforma Balance Sheet

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## FEASIBILITY

- Business Idea Feasibility Check
- Financial Requirements / Funding Feasibility Check

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## BRANDING

- Brand Strategy
- Brand Identity Design
- Stationery Design
- Preparation of Marketing Materials
- Website Design and Development

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## CORPORATE LEGAL DOCUMENTS PREPARATION

- Contracts
- Proposals / Quotes
- Invoices

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## RAISING SEED CAPITAL / FUNDS

- Pitching Investors
- Legal Company Establishment
- IP Protection

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