

Imitative Plan Sample Guideline (PDF ver)

WE have attached a Guidelines Template, which is very elaborate and we would like you to use any portion of it to develop your plans. However you must fulfill the above mentioned guidelines and the points highlighted in BOLD in Guideline template below.

Phase 1 – Planning the Business Enterprise

IBP Module 01

- Identifying Business Opportunities - Determine markets for existing or proposed good and services

IBP Module 02

- Analyzing Competitors - Identify domestic and international companies involved in the similar business activities

IBP Module 03

- Accessing the Economic-Geographic Environment- Examine geographic and economic factors that affect the business environment of a nation

IBP Module 04

- Accessing the Social-Cultural Environment - Research social institutions, customs, traditions, and beliefs influencing the business

IBP Module 05 - Accessing the Political-Legal Environment

- Research the influence of government and regulations on business activities

Phase 2 – Organizing for Business Activities

IBP Module 06

- Selecting a Company Structure - Suggest objectives and an organizational framework for business operations

IBP Module 07

- Financing Sources for Business Operations
- Project start-up costs and funding sources for operations

IBP Module 08

- Creating a Management Information System – Identify needed databases and information systems to facilitate business activities

IBP Module 09

- Identifying Human Resources for Business Activities
- Gather information on needed personnel for operating an organization

IBP Module 10

- Managing Financial and Business Risks
- Identify methods for reducing business risks

Phase 3 – Implementing the Market Plan

IBP Module 11

- **Product and Target Market Planning - Identify specific attributes and customer benefits for a proposed product or service**

IBP Module 12

- Designing a Distribution Strategy
- Analyze distribution channels and intermediaries for business operations

IBP Module 13

- **Planning a Promotion Strategy**
- **Suggestive advertising messages, media and other promotional activities for an organization**

IBP Module 14

- Selecting an Pricing Strategy
- Recommend a pricing strategy based on costs, market demand, competition, and economic environment

IBP Module 15

- Determining Organizational Financial Results
- Estimate revenue and costs based on business activities

IBP Module 16

- **Measuring Business Success**
- **Suggest potential criteria for business accomplishments based on financial results and social contributions**