



**IT Consulting
IT Engineering**



Crystal System Group

Basic Master Business Plan

Bucharest - 2019



Key Business Plan Elements

0. Vision and Mission
1. Business Model
2. Executive Summary
3. Market Entry Strategy
4. Market Segmentation
5. Competitive Environment
6. Offerings
7. Market Positioning and Strategy
8. Marketing and Sales Model
9. Product and/or Service Launch
10. Organization and Operations
11. Cash-Flow and Finance Figures



Key Business Plan Elements

Business Plan

Strategic Marketing Plan

Market Research

Tactical Marketing



- **Define Vision & Mission**
- **Business Model**
 - Acquisitions, licenses & Partnerships needed
- **Market entry strategy**
 - Major barriers to entry
 - Alternative strategies

- **Market Segmentation**
- **Identification of target segments & customers**
- **Confirmation of customer needs** (voice of the customer)

- **Identify and profile**
 - Primary Competitors (SWOT)
 - Secondary Competitors (SWOT)

- **Prioritize customer needs**
- **Description of offering**
- **Pricing Strategy**
- **Validation / Testing**

- **SWOT**
- **Unique Selling Proposition (USP)**
- **Market entry Strategy**
 - Major barriers to entry
 - Alternative strategies
 - Objectives
- **Critical Success factors**

- **Sales and channel strategy**
- **Sales force organization**
- **Sales metrics & incentives**
- **Brand strategy**
- **Advertising & promotion strategy**

- **Time-frame & milestones**
- **Potential risks / bottlenecks**
- **Key success factors**
- **Marketing Action Plan (MAP)**

- **Organizational structure**
- **R & D and Operations Model**
 - Degree of vertical integration
 - In-house vs. outsource
- **Human Resources**
- **Culture and management style**
- **Business systems & processes**

- **Financial Model**
 - Projected revenues
 - Cost structure
 - Profits by segment
- **Investment requirements & financing strategy**

Monitor / Evaluate Results / Revise

0. Executive Summary

- Here you will summarize the results and ideas of the following chapters easy to read and logical in their sequence to attract potential investors from the banking sector, venture capitalists or business angels. The summary shall not have more than two pages.

1. Define your vision and mission

- Define your vision – which shall explain what you want to achieve with your service or product idea and what added value it will bring to future customers and what is your unique selling point / value proposition of your service or product idea.
- Define your mission – describing how you want to realize your vision and in which way it improve the business of your potential clients.

2. Describe your Business Model

- How will you arrange the supply-chain of your production, the production itself and the Go-to-Market Strategy (Direct Sales, Online Sales, Distributer and / or Retail).

Or alternative:

- How will you build up your service, what skillset needs / has your team, how will you reach your potential clients, how will you deliver your service (Online, Offline, Near-Shore, On-Site)

3. What is your Market Entry Strategy

- How do you intend to enter into the market to reach your potential clients?
- What are in your mind the major barriers to enter the market?
- What alternative strategies avoiding the major barriers?

4. Market segmentation

- Which markets you are addressing?

Industries

1. Construction
2. Oil & Gas & Coal
3. Engineering
4. Mechanical
 1. Heavy
 2. Light
 3. Defence
5. Chemical
6. Agrobusiness
7. Pharmaceutic
8. Hardware Industry
 1. IBM, HP, Lenovo,....
9. Software Industry
 1. SAP, IBM, Oracle, ..
10. Processors & Semiconductors
 1. Intel, AMD, Qualcom,...
 2. Infineon, EMC, ...

Industries

1. Automotive
 1. BMW
 2. Fiat
 3. ...
 4. Hella
 5. Bosch
 6.
 7. Tires
 1. Pirelli
 2. Continental
 3. Michelin
 4. GoodYear
2. Aviation & Space Industry
3. Naval Industries
4. Health Industry
 1. Medical Devices
 2. Pharmaceutics
5. Food & Supplements
6. Cosntruction

General Services

1. Transport
 1. Airlines
 2. Railways
 3. Road
 4. Shipping
2. Utilities
3. Telecom
4. Retail
5. Intelligence Services
 1. Google
 2. Amazon
 3. Facebook
6. Pure Services
 1. Consulting
 2. Lawyers
 3. HR
 4. Sercurity
 5. Healthcare
7. Hospital
8. Hospitality / Tourism

Financial Services

1. Banks
2. Insurance
3. Financial

Public Services

1. Central Government
 1. Administration
 2. Security & Defence
 3. Health
 4. Education
2. Local Government
 1. Administration
 2. Law Enforcement
 3.

- Identification of target segments & customers
- Confirmation of customer needs (voice of the customer)

5. Describe your competitive environment

- Identify and Profile:
 - Your primary competitors (SWOT)
 - Your Secondary competitors (SWOT)

SWOT Analysis



6. Define your offerings

- Prioritize your customer needs
- Describe the offerings matching customer needs
- Define your Pricing Strategy
- Validate and Test Needs-Offering-Pricing

7. Market Positioning and Strategy

- How do you position your company products and/or services in the market please prepare a SWOT-Analysis (i.e. Strengths: Quality/Price-Ratio, Weakness: During Start-up and Scale-Up limited resources compared to competition, Opportunity: High demand will create fast growth; Threat: Fast growth could impact quality of service, etc.)
- What is your Unique Selling Point / Your value proposition in comparison to your competition (i.e. University qualified Architects, Engineers and Education Program which ensure hands-on experiences from Senior Experts to Job-Starters ensures fast scalability)

8. Marketing and Sales Model

- What is your Sales and Sales Channel Strategy?
- How will you organize your sales force (regional, by market segments, by solutions...)
- How will you define your sales metrics and incentives (by revenue-volume, revenue type (new, repetitive), margin contribution,...) and how will you incentivize them for internal sales and partner sales?
- What will be your brand strategy?
- How will your advertising and promotion strategy look like?

9. Product and/or Service Launch

- Time-frame & Milestones – Sales Pipeline and estimated closing dates
- Potential risks and bottlenecks
- Key-success-factors
- Marketing Action Plan

10. Operation and Organization

- Identify resource need (from starting point) and development in a time table
- Define organizational structure
- Define Human Resource organization (recruit – develop – release to market) and salary / labour cost strategy and payroll handling
- Define the corporate culture and management style you want to implement
- Define the business systems and processes needed (i.e. service-software REVIT, Database mySQL, private cloud for IFC-Data-Exchange, Project Management, Accounting, Payroll, Banking, ...)

11. Cash-Flow

- Define your expected revenue stream for the next twelve till eighteen months
- Define your cost structure (labour cost, system licenses, office rent and maintenance, travel and accommodation, marketing and sales expenditures, expenses for accounting, payroll, quality certificates, training, etc.)
- Create an estimated cash-flow-plan deducting cost from revenues (gross profit / EBIT)
- Split projected revenues and profits by segment
- Define investments needed and financing strategy

Thank You.



**Your On-Shore
and
Near-shore
IT Partner**

 **Frank Nagorschel (Crystal Director Marketing & Talent Solutions)**

 frank.nagorschel@crystal-system.eu

 +40 753 030 130



 www.crystal-system.eu



Crystal Talents