

E-Commerce

Business Plan

Nama : M. Akbar Al Rasyid

NPM : 2213025060

Part 1.

Business Plan adalah sebuah dokumen yang memuat tujuan bisnis kamu, data, proyeksi, dan rencana kamu untuk mencapainya.

Terdapat 9 elemen yang terdapat dalam Business Plan

- | | |
|------------------------------|--------------------------------|
| 1. Executive Summary | 6. marketing plan / strategy |
| 2. Company Description | 7. organization and management |
| 3. Service and products | 8. Financials |
| 4. Market Analysis | 9. Closing and contacts |
| 5. Competitor and Benchmarks | |

Beberapa point singkat element

1. Executive Summary

a. Elevator pitch

b. Mission statement business plan

2. Company Description

a. Value

b. Locations

c. legal structure

3. Service and Product

- a. Problems to be solved
- b. Solutions
- c. Value propositions

4. Market Analysis

- a. Industry description
- b. Target audience
- c. Competitive analysis
- d. Projection