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ASSIGNMENT 3: BUSINESS PLAN

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1.0 EXECUTIVE SUMMARY

As we know, business opportunity is the important things people should grab to start a new business to generate our own income as a manager business or owner of the business. Business opportunity is the main reason for someone to create our own business as a well-known business in the future. Business opportunities should be taken by people who are interested in business and have knowledge in business management before starting their own business. Before start a own business, we should have a business plan that include all about entrepreneur knowledge, submit all ideas in starting a business and I will explain in this report.

For the first point that entrepreneur should take care is the customer. The target for the market is customer. The customer segment is the important things for the business market of a business to ensure that the business runs smoothly. This is the marketing plan that improve or run my business. The example, I aim to sell my product for housewives because this product can easily help them for prepare the food. But, after doing more analysis that this product mostly suitable for all age level from kid, teenager, adult and senior citizen. Besides, value proposition also the important things in profit on behalf of traders and customers. This can be satisfy for seller and customer. I am very caring about customer evaluation from value aspect and quality aspect.

Secondly, for sale my product, I should have a distribution channel that a chain for my product successfully sold. This plan can easily help my business management by helping sell products that make by my company. From that, I can know that my product was accepted by customers or otherwise through my distribution channel. Relationship with customer is important to attract the customer for buy my product because customers are not only interested in a product because of its quality but also in the merchant. When we show a good services, they will enjoy in dealing with us. Hereby, they will speak good things about the company and its product.



For next, there have more type of key that needed to be in business opportunity which is key activities, resource and partner to keep make this business runs. The last, I will explain the cost structure to revolve this business included financial planning.