Preparing a Business Plan - Part I:

*Company Description and Market/Competitor Analysis*

Below are a series of key questions which most business plans should cover:

**Business Idea**

- What is the basic business idea?
- What is the target customer segment?
- What is the company’s customer value proposition?

**Market/Competitor Analysis**

- What is the size and profile of your target market?
- What are the recent trends in this market?
- What is the predicted future trend in this market?
- Who are the current and future competitors?
- What is your competitive advantage?