BUSINESS REPORT TEMPLATE

1.1 Introduction

- Name of your mini-company & outline your business idea

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1.2 Summary

Give a summary of your business including:

- Was your choice of product/service a good one?
- Where did you get your idea from?
- What skills did you already have and what skills did you have to learn?
- Who were your customers?
- How did you promote your product/service?
- What risk, if any, did you take?
- What difficulties did you have to overcome?
• Did you make a profit or a loss?

1.3 Business Structure

In this section you should:

• Identify all the members of our team
• Explain who did what roles in your mini-company
• Include an organization chart
1.4 Products / Services

In this section you should:

- Describe your product/service and include photographs
- Explain what was innovative about your product/service
- Did you have to make any adjustments as a result of your market research?
- Describe how you produced the product/service, using sketches if necessary.
- Describe any difficulties you came across and how you dealt with them.
- Explain how you came up with the price for your product.
- What were the unit prices for each product
- You can also include a SWOT analysis here

1.5 Marketing/Promotion

In this section you should:

- Describe the customers you were targeting
- Did these customers actually purchase the product/service?
- Did you have to make adjustments to meet customer requirements?
- What market research did you carry out? Include graphs of your findings.
- Include your marketing plan in this section.
- Who were your competitors?
• How did you promote your mini-company?
• Give examples of promotional materials used.
• Did you use networking as a means of getting customers?

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1.6 Finance

• How did you finance the set up of your mini-company?
• Have you included cash-flow forecasts?
• Have you included details of your pricing?
• Include a profit & loss account.
• Include details of stock on hand, orders pre-paid.
• Include pie charts or graphs in this section to demonstrate, for example, the level of sales achieved at different times and/or sales for different product lines.

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1.7 Review/Conclusion

• How did you get on as a team?
• Did you have to overcome any difficulties while working as a team?
• How did you solve any conflicts that arose?
• Did you develop new skills? Give examples.
• Will your business continue trading?
• What was the best advice you were given during this process?
• What advice would you give to other students thinking of participating in the SEAs?