



Kereskedelem/E-kereskedelem

Executive Summary

A traditional or a "one pager" type of summary of the business plan:

Product/Service General Introduction

Problem, challenge and current market opportunities

Presentation of the product/service or business concept and the solution it provides to the problem explained above

Results achieved so far (conception plan, MVP, patent, etc.)

Market Analysis

Current and Future Trends, that Define the Market:

Demand side, introduction of the potential customer segments, total addressable market, serviceable available market, serviceable obtainable market (TAM / SAM / SOM)

Identified competitors, competitor products, replacement products on the market

Unique selling proposition of our product/service

Business Model and Strategy for Market Entry

Outlining our customer base and how our product fits to the specific customer base(s)

Business model, projected returns and sources of revenue

Marketing strategy (sales channels, planned marketing activities and tools)

The Team

Projekt owner and projekt team, and roles

Further team members, partners

Needed expertise within the team

Medium and Long-term Plans

Vision & Mission

Important milestones and proposed timelines

Expected outcome from the planned expenditure

Ideas after project implementation, alternative usage of our product / service