

## **Oriented content for homework**

### **Number 1 (1-6 points) and number 2 (7-10 points)**

#### **1. RESUME**

#### **2. BRIEF DESCRIPTION OF ENTERPRISE**

Brief information about the company, its owners and key functions

The organizational structure of the company, legal form of the enterprise, partners, date of creation, location. scheme management company

#### **3. ANALYSIS OF THE SITUATION IN THE**

Place market in the world and in Ukraine

Characteristics of market capacity

By the manufacturer of this product (competitors)

Basic methods of struggle for market

Advantages and disadvantages of manufactured goods in comparison with competitors' products

Characteristics of markets (consumers)

Forecasts of future market development

#### **4. DESCRIPTION OF INVESTMENT PROJECT**

Goods and services, description of the technical and operational characteristics of the product

Investment financing

investment targets

#### **5. STAFF AND MANAGEMENT**

The need for personnel, number of employees, wages, functional duties.

#### **6. PRODUCTION PLAN**

Location of firm

Raw materials needed for production, raw material costs, raw material suppliers

Organization of production

Equipment, the cost and lifetime, suppliers

Planning production areas, ancillary requirements for premises

#### **7. MARKETING PLAN**

Segmentation of consumers

Justification product prices

Organization of sales channels, estimation of volume of sales, advertising and sales promotion

Projected sales for specific customer groups

## 8. FINANCIAL PLAN

Financial Analysis Project

Fixed and variable costs, equipment costs, wages, electricity and other

Projections of sales

Plan profit and loss

Sources of funds

Determining the required number of borrowings, repayment terms

Calculation of financial performance and break-even point, break-even point graph

Conditions for and return on investment calculation maturity loans

## 9. RISK ASSESSMENT AND NEED INSURANCE

Possible risks and their causes

Risk assessment (identification of potential negative consequences)

Quantitative and qualitative risk analysis

Mechanisms for responding to possible negative consequences

Measures to neutralize, minimize or compensate for possible negative consequences

## 10. CONCLUSION.

### **The list of companies to write business plan**

1. Company that provides cleaning services for offices and apartments in Kiev
2. Opening a new hotel
3. New pizzeria in the center of the district (of your choice)
4. New Billiard Club in Solomyanskiy district, Kyiv
5. Companies that provide services for passengers in Ukraine
6. Service station in the city Kiev

7. Opening network pharmacies "Pharmacy low prices" in the district center (optional)
8. Video systems that control the entry of private houses and apartments
9. Dairy, create a line of manufacture of ice cream (Dairy optional)
10. Company that provides transportation of goods in Ukraine
11. New enterprise in the field of advertising business in the district center (optional)
12. Car Wash in district center (optional)
13. New Internet Service Provider in the district center (optional)
14. New Collector Company
15. Reconstruction and modernization of the structural unit of wine in winery (optional)
16. Company that provides services for the carriage of mail by Ukraine
17. Opening of the skating rink and the City (optional)
18. Cultivation and sale of mushrooms in Borispol
19. Filling station in Donetsk region, the network "OKKO"
20. Organization and conduct of tours in Kyiv
21. Airline's new route or a new plane
22. The new fitness club in Solomyanskiy district. Kyiv, network "SPORTLIFE"
23. New enterprise to provide photo services
24. New cafes in the district center (optional)
25. Retail sale of beer production in Solomyanskiy district, Kyiv
26. Opening a kindergarten in Kiev
27. Accounting Services
28. Manufacture and sale of women's and men's shoes
29. Car Wash in Solomyanskiy district Kyiv
30. Insurance Company
31. Macaroni factory, the introduction of a new production line of a new type of Macaroni
32. New restaurant in Solomyanskiy district Kyiv

33. Studio for making children's clothes and the City (optional)
34. Company that provides services for passengers around the world
35. Repair of household appliances, office equipment
36. Production and sales of children's shoes the City (optional)
37. Opening mini-bakery in Kiev
38. Opening of a new pizzeria, the network "Celentano" in the district center (optional)
39. Diagnostics and sale of toys
40. Cultivation and sale of vegetables in the district center (optional)
41. Rehabilitation of industrial and printing center
42. Opening taxi service in the district center (optional)
43. Company that provides transportation of goods around the world
44. New enterprise in the field of advertisement business in the city Kiev
45. New Internet Service Provider in Solomyanskiy district Kyiv
46. Company that provides services for the carriage of mail around the world
47. Company that provides cars for hire
48. Organizing and conducting of tours in Ukraine.
49. Company that provides services for passengers in the City (optional)
50. Travel agency
51. Private enterprise which producing furniture.
52. Company that provides computer services in regional centers (optional)
53. Opening mini-bakery in the district center (optional)