Business Plan is an interactive technical note which develops the concept of a business plan and its usefulness, whilst also offering key points on developing such a plan.

Through this interactive technical note the student will study:

- The various items that make up a business plan
- The process of developing a business plan successfully
A practical example is used to guide students through the development process. This allows the student to put into practice and to see the implications of what they are learning at each stage.
Through the use of interactive exercises, the student will analyze the process of developing a business plan from the creators perspective. Questions with feedback allow students to evaluate the correct development of the different parts of a business plan. An expert’s opinion guides students and help them to consider factors that they may have missed.

Forecasts and growth potential of the sector in which our product or service is immersed.
Real size, percentage of market growth, characteristics and purchasing behaviour of potential clients.
Analysis of the competition and its products. Location of the competitors, the characteristics of its products or services, its prices, its quality. The efficiency of its distribution, the service offered, the timing of the product, its market quota or estimated sales volume, its commercial policies, its profitability and in general all that information that helps its product or service to position itself as well as possible in the market or segment of reference.

Present and future entry barriers to the market.
Administrative aspects that can influence the project.

To cover these points it is necessary to collect information that is not always easily accessible. For this reason it is fundamental to plan the field-work with intelligence.