

**BUSINESS ANALYSIS REPORT TEMPLATE**

# Introduction

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

# 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?

# 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

# 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

# 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?

# 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.

# 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?