



New Opportunities for the Development of Education at the Technical University of Liberec

Specific objective A2: Development in the field of distance learning, online learning and blended learning

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Textile sales strategy Business plan

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Business plan

Why to write a business plan:

- 1) For the investor
- 2) For the bank
- 3) To organize your own thoughts

20th and 21st centuries

Today's business environment is evolving at a pace that was inconceivable only a few years ago. Buckminster Fuller, for example, estimated that while in the time just after World War II, the volume of human knowledge doubled every 25 years, today it doubles approximately every year - and everyone who wants to survive in the market has to respond to this fast progress.



Business plan II

A good quality business plan is the foundation of your successful business. A business plan is a living document, which you will keep coming back to, which you will keep modifying gradually according to what you find out about your customers, and in which you will take into account new tactics and sales trends and maybe even set your goals and predictions more realistically.

How to write a business plan I

1. What is my goal?

What is the goal, what is the vision and what problems does it solve? Is it a product or a service? Who is my customer?

2. Who is the business plan for?

It is necessary to choose my vocabulary according to who the plan is for, so that the person who will read it understands it fully. I can have more versions of my business plan in different languages (areas of expertise).

How to write a business plan II

3. Evidence for my claims in the business plan

This is very important and also very difficult!!! Even if you think that the product you have is so unique that it will soon dominate the market, you should also prepare some sources and figures which support your claims.

4. Keep your feet on the ground (realistic goals)

When doing business, optimism and positive thinking are essential, however in your business plan you must stick strictly to reality. Give yourself more time to achieve each phase of your plan (successful people advise to always add 15% to your estimate).

How to write a business plan III

5. Logic - common sense

6. Competition

Who is my competition? What are their + and -? How am I different?

7. Investor

Investment return - always multiply by 2 or rather by 3 :-)

What to watch out for when writing a business plan I

1. Avoid form predominating the content

If the business plan does not have a solid foundation, clear evidence for your claims, then it cannot succeed.

2. Avoid empty statements

You need figures, figures and again figures to support your claims.

3. Be realistic

Do not exaggerate and don't use colourful adjectives. Also avoid words like unique, outstanding etc. if you cannot back them up by facts.

What to watch out for when writing a business plan II

4. Do not write a novel, but a business plan

Nobody is going to read a business plan with dozens of pages.

5. Watch out for over-optimistic goals

Starting a business will take 6 or more months, and if you are creating a new product, it will take at least twice as much time.

Semester work - Business plan



Thank you for your attention

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