## 

2 Page Business Summary

### Business Product/Service:

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| --- |
| * Name of business * Describe your product/service * Why is your product/service innovative? |

1. Mission Statement:

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| --- |
| * What do you hope to achieve with your business/product/service? |

1. Market Research:

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| --- |
| * My/Our customers are…… and this is how I/we identified them? * I/We carried out the following market research … * The results showed that ….. |

1. Competitors:

|  |
| --- |
| * My/Our competitors are … * This is how I/we competed with our competitors …. * My/Our unique selling point is … |

1. Production (incl. Risk Assessment/Intellectual Property):

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| --- |
| * My/Our production process involved …. * Intellectual Property research…. * I/We identified the following risks in our production process … and we put in place the following measures to prevent them …. |

1. Marketing Mix:

|  |  |  |
| --- | --- | --- |
| Product |  | |
|  | | |
| Price | |  |
|  | | |
| Place | |  |
|  | | |
| Promotion | |  |

1. Finance:

|  |  |  |  |
| --- | --- | --- | --- |
| Total Sales | € | Capital | € |
| Total Profit | € | Price per unit  (Cost Price & Selling Price) | |
| Total Cash | € |

1. Social Media (name of accounts):

|  |
| --- |
|  |

1. Challenges Encountered:

|  |
| --- |
| 1. |
| 2. |
| 3. |

1. Changes if you were to start again:

|  |
| --- |
| 1. |
| 2. |
| 3. |

1. Top 3 Lessons Learned:

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| --- |
| 1. |
| 2. |
| 3. |

Product Photos: