##

2 Page Business Summary

### Business Product/Service:

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

1. Mission Statement:

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

1. Market Research:

|  |
| --- |
| * 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):

|  |
| --- |
| * 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:

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

Product Photos: