

Creating a Business

Lecture Title: Presenting your Business



Lecturer: Angelito Sciberras

Date: 28 October 2023

Undergraduate Diploma in
Business Administration

Funding Methods (Last Lecture)

- Bootstrapping
- **Equity Funding**
 - Venture Capitalist
 - Business Angels
 - Stock Market
- **Debt funding**
- Government funding
- Crowd Funding

Lenders' and Investors'

how to we tap them?



Funding Methods

Lenders' expectations vs Investors' expectations



00:00

Funding Methods

Lenders' expectations vs Investors' expectations



Funding Methods

Lenders' expectations vs Investors' expectations

	Lenders	Investors
The Pitch	Want to see proof that the company has the means to repay the loan. Should include a detailed and realistic cash flow forecast , as well as accountant-reviewed financial statements or a tax assessment for the previous year.	Needs to be exciting with a focus on growth potential, hungry founders and an inspiring story .
Financial Projections	Projections should be broken down by month and go out one or two years . Should adjust for seasonality and scenarios.	Often stretch out to five years and are broken down by year.



Funding Methods

Lenders' expectations

- track record
- ability to repay
- staying in power
- collateral



Funding Methods

Investors' expectations

- competitive advantage
- huge market
- strong management team
- Huge returns
- exit strategy



Funding Methods

Pitch

- Pitching for new business is a make-or-break moment
- not just what you are pitching, but who you are pitching to

Tips

1. Be a master of the facts, but know that for an executive audience, your relevant experience matters most.
2. Avoid pitches where only one person speaks.
3. Be passionate about the problem, not just your product
4. Listen closely and respond carefully.



Funding Methods

Pitch



Funding Methods

Pitch



Funding Methods

Your views on the pitch



Funding Methods



The screenshot shows the website for Peter the Speaker. The top navigation bar includes links for Home, About, Twitter, Contact, and Disclaimer. A large photograph of Peter the Speaker is on the left. To the right, a text block states: "I deliver innovative business workshops consisting of team games, presentations and skills workshops for students, first time entrepreneurs and established businesses". Below this text are two award logos: "WINNER nw BUSINESS AWARDS" and "DRAGONS' DEN WINNER".

Peter the Speaker

[Home](#) [About](#) [Twitter](#) [Contact](#) [Disclaimer](#)

I deliver innovative business workshops consisting of team games, presentations and skills workshops for students, first time entrepreneurs and established businesses

WINNER
nw
BUSINESS
AWARDS

DRAGONS' DEN
WINNER



Funding Methods

Pitch



Funding Methods

Your views on the pitch



Funding Methods

Pitch

Dragons' Den reject 'worth £90m' is now driving his girlfriend's Smart car

And the Brummie ProGains boss has had to sell his house after abuse and a sales drop

NEWS By **Roz Laws**
15:00, 28 OCT 2017 | UPDATED: 14:28, 9 JUL 2018

Enter your postcode for local news and info Enter your postcode



HEALTH FOOD BOSS CLAIMS TO HAVE LOST 80 PERCENT OF HIS BUSINESS

VERSACE

Video



Funding Methods

Tips

1. Be a master of the facts. But know that you are an executive audience, your relevant experience is your asset.
2. Avoid pitches where only one person speaks.
3. Be passionate about the problem, not just your product.
4. Listen closely and respond carefully.



Undergraduate Diploma in
Business Administration

10:00



Undergraduate Diploma in
Business Administration

Business Plan

It is a:

- Post feasibility study which documents
 - the operational and
 - financial objectives
 - detailed plans to achieve them



Business Plan

It is a:

- Plan to execute a new venture
- Shared vision
- Dynamic Document
- Snap shot
- Where the Company wants to go
- How is it getting there



Business Plan

Overview of a Business Plan

- cost of organising the business
- anticipated sources of revenue
- how the products and/or services are customer oriented
- anticipated profit margins



Business Plan

Business plans serve two main purposes.

- guide business owners use to streamline management and planning/organization of the business.
- show potential share holders, bankers, and other lenders a comprehensive plan to encourage them to invest in the business.



Business Plan



Business Plan

Types

- One-pager
 - high level and easy to understand at a glance
- Startup
 - bigger focus on the financials as well as on other sections that determine viability of your business idea
- Internal
 - to keep your team on the same page and aligned toward the same goal



Business Plan

Types

- Strategic
 - bigger picture, more-long-term look (built on normal business plan)
- Feasibility
 - pre-business plan - many refer to it as simply a feasibility study
 - Business Model Canvas



Business Plan

Sublevels of a business plan include:

- Marketing plan
- Financial plan
- Human resource plan
- Production plan



Business Plan

Types

Strategic	Feasibility	Start Up	One Pager	Internal	Strategic
Executive Summary		✓	✓	✓	✓
Company Description	✓	✓		✓	✓
Market Analysis	✓	in-depth	summarised	✓	comprehensive
Products and Services	✓	✓	summarised	✓	for launch & expansion
Marketing Plan		✓	summarised	✓	comprehensive
Logistics & Operations	✓	✓	summarised	✓	comprehensive
Financials	✓	in-depth	summarised	✓	comprehensive



Business Plan

Elements of a business plan include:

- Cover letter
- Title page
- Table of Contents
- Executive Summary
- Company background
 - Management and international organisation
 - Mission statement
- Products and services
- Marketing plan
- Competitive analysis
- Marketing/Realization
- Risk analysis
- Financial planning
- Conclusions
- Appendices



Business Plan

Cover Letter

- make a good first impression
- sell your business idea
- explain why your business is a good investment

OR

- explain why you are approaching the potential investor or lender
- what they can gain from investing



Business Plan

Cover Letter

- not long (half page)
- well-written and professional-looking (first impressions)
- tailor specifically for the recipient/s
- contact information should be included



Less formal when sent via email but still include the details above



Business Plan

Cover Letter

Letterhead

Barry Fenton, Owner/Operator
BF Innovative Apps Ltd.
84 Softwood Road
Naxxar, NXR 123

January 10, 2022

Mr John Smith
Bank Manager
ABC Bank
223 Main Street,
Valletta, VLT 999

Dear Mr. Smith,

I am very pleased to enclose my business plan for BF Innovative Apps Ltd. Inside, you will find a wealth of information about my business, a thorough assessment of opportunities in the marketplace, and a detailed plan for seizing them. I look forward to the possibility of working with your bank to make BF Innovative Apps Ltd. a success in the coming months and years.

I am eager to hear your comments and answer any questions you may have. You can reach me at 9999-9999.

Thank you for your time and attention.

Sincerely,

Barry Fenton



Business Plan

Title Page

Simple, clean, and powerful

- Company name
- Company logo (corporate colours)
- Title & date
- Contact Information
- Confidentiality Statement



Business Plan

Title Page



Business Plan

Table of Contents



Business Plan

Table of Contents

- major sections
- sub-categories
- logically with page numbers



Table of Figures



Business Plan

Executive Summary

- gives an overview of
 - business opportunity
 - entire business plan.
- explains the type of business
- summarises key facts and strategies
- provides the lender or investor a quick analysis

**IT IS NOT
AN
ABSTRACT**



Business Plan

Executive Summary

- keep it simple and succinct



IT SHOULD –

- grab the reader's attention
- convince them it is in their best interest to keep reading



Business Plan

Executive Summary

- The problem statement or business
- Your business
- Company
- The target market or customer
- Competition
- Milestones
- Financial plan
- Management Team

**LAST TO
COMPLETE**



00:00



Undergraduate Diploma in
Business Administration

Business Plan

Company Overview

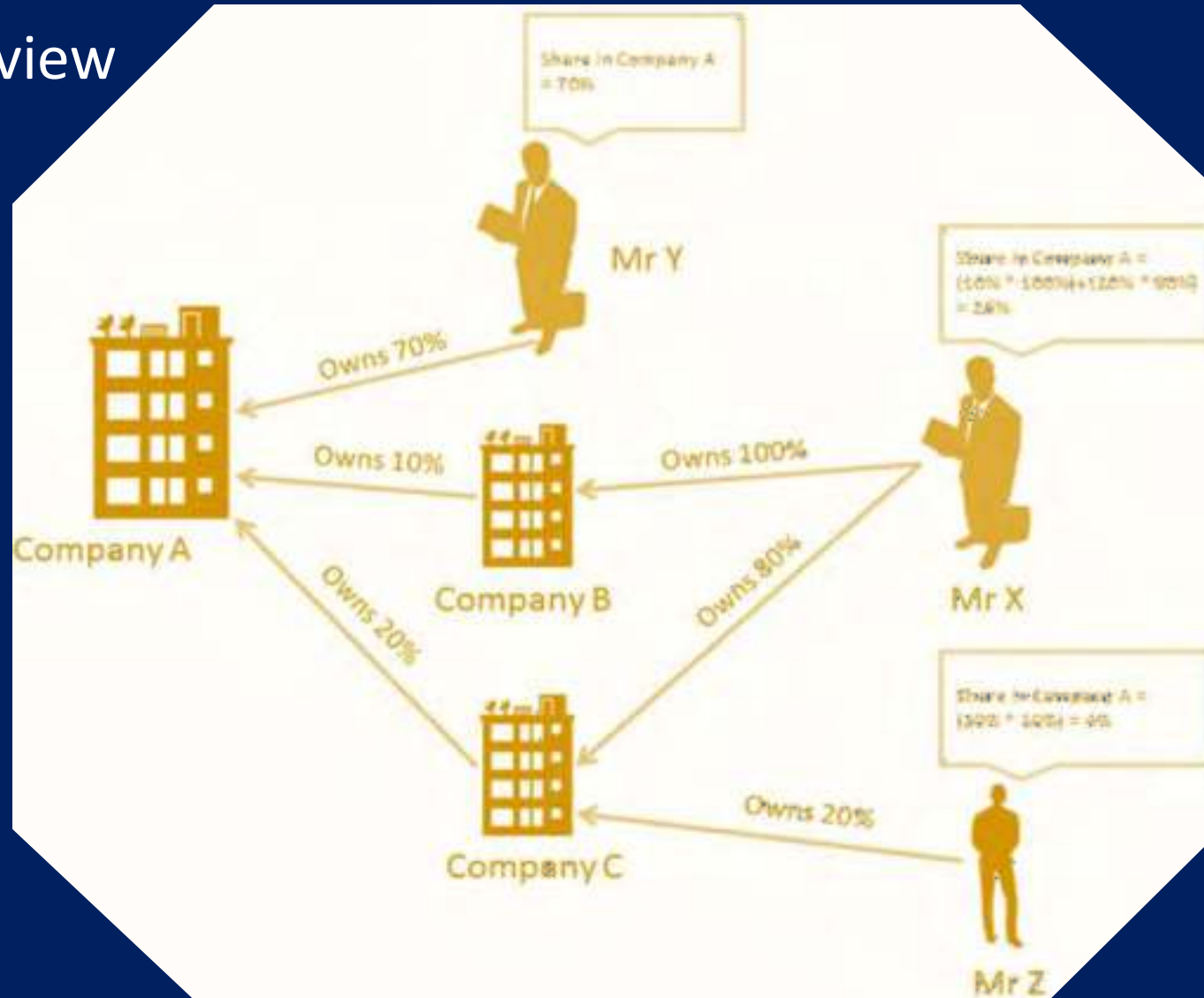
- Mission Statement
- Management and international organisation
- History
- Management team
- Legal structure and ownership
- Locations and facilities
- Mission, Vision & Values



Business Plan

Company Overview

- Ownership



Business Plan

Company Overview

- Management Team



Business Plan

Company Overview - Mission Statement

- Comes after SWOT
 - Describes the Company
 - Mission (present)
 - Vision (future)
 - Values (belief)
- } Different styles



Business Plan

Mission, Vision & Values Statements

“Our business is your future”

“to offer excellent face to face and online academic courses with the aim of providing students with a learning experience comprising of quality, of teaching, learning facilities, and a positive education experience”



Business Plan

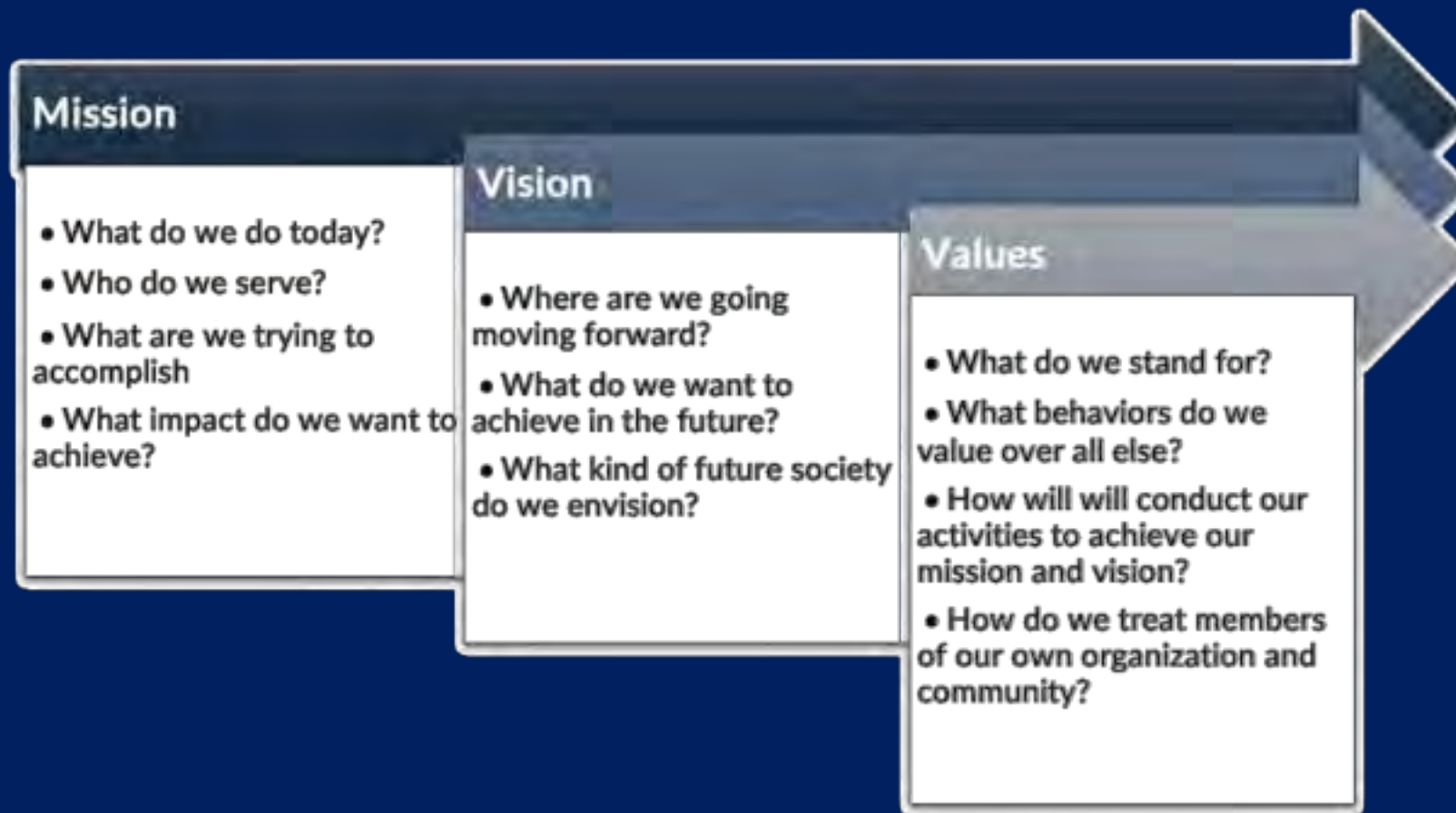
Mission, Vision & Values Statements



Strategy is also about competing for TOMORROW

Business Plan

Mission, Vision & Values Statements

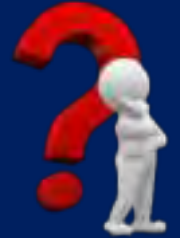


Business Plan

Mission, Vision & Values Statements

“to bring the best user experience to its customers through its innovative hardware, software, and services”

“We believe that we are on the face of the earth to make great products and that's not changing.”



Which
company?



Business Plan

Mission, Vision & Values Statements

“We believe in the simple, not the complex.

We believe that we need to own and control the primary technologies behind the products we make.

We participate only in markets where we can make a significant contribution.

We believe in saying no to thousands of projects so that we can really focus on the few that are truly important and meaningful to us.

We believe in deep collaboration and cross-pollination of our groups, which allow us to innovate in a way that others cannot.

We don't settle for anything less than excellence in every group in the company, and we have the self-honesty to admit when we're wrong and the courage to change..”





Undergraduate Diploma in
Business Administration

Business Plan

Elements of a business plan include:

- Cover letter
- Title page
- Table of Contents
- Executive Summary
- Company background
 - Management and international organisation
 - Mission statement
- Products and services
- Marketing plan
- Competitive analysis
- Marketing/Realization
- Risk analysis
- Financial planning
- Conclusions
- Appendices



Create a Mission Statement



00:00

Mission

- What do we do today?
- Who do we serve?
- What are we trying to accomplish
- What impact do we want to achieve?



Create a Mission Statement



Makeup Studio

“Empowering elegance for unforgettable moments. Enhancing natural beauty for brides and special occasions.”



Football Academy

“Empowering young talent. Building champions
on and off the field.”



Garment Shop

“Bringing Asian fashion to *Malta*, celebrating
diversity in style.”



Create a Vision Statement



00:00

Vision

- Where are we going moving forward?
- What do we want to achieve in the future?
- What kind of future society do we envision?



Create a Vision Statement



Makeup Studio

To be the premier destination where clients discover their unique radiance, creating an enduring legacy of beauty and confidence that transcends the moment, inspiring timeless grace and self-assurance.



Football Academy

To be the leading force in shaping the future of football by nurturing a generation of skilled and resilient athletes. Through our commitment to excellence, comprehensive training, and fostering a culture of sportsmanship, we aim to produce not only professional football players but also individuals of character and integrity, leaving a lasting impact on the world of sports and beyond.



Garment Shop

To become the primary destination for the fusion of Asian fashion and global trends, fostering a vibrant and inclusive community of style enthusiasts. By embracing cultural diversity and offering a captivating shopping experience, we aspire to be the bridge that connects fashion enthusiasts in Malta with the richness and elegance of Asian garments, inspiring a sense of cultural celebration and unity through apparel



Create a Values Statement



00:00

Values

- What do we stand for?
- What behaviors do we value over all else?
- How will we conduct our activities to achieve our mission and vision?
- How do we treat members of our own organization and community?



Create a Values Statement



Makeup Studio

Creativity: Fostering innovation and creativity in makeup artistry, crafting unique and personalized looks for every client.

Empathy: Understanding and empathizing with the needs and desires of every individual, creating a supportive and comfortable environment for all clients.

Excellence: Striving for excellence in every detail, ensuring the highest quality service and products for a flawless and enduring experience.

Integrity: Upholding integrity and honesty in all interactions, building trust and lasting relationships with clients, partners, and the community.

Empowerment: Empowering clients to embrace their natural beauty, fostering confidence and self-esteem through the transformative power of makeup.

Passion: Demonstrating a genuine passion for the art of makeup and the celebration of special moments, infusing every service with enthusiasm and dedication.

Adaptability: Adapting to the evolving needs of clients and the industry, staying at the forefront of trends and techniques while maintaining a timeless and classic approach.



Football Academy

Excellence: Striving for excellence in every aspect of coaching and training, fostering a culture of continuous improvement and personal growth for every aspiring athlete.

Team Spirit: Fostering a sense of teamwork, camaraderie, and mutual respect, instilling the values of collaboration and unity both on and off the field.

Resilience: Cultivating resilience and perseverance in the face of challenges, nurturing a mentality that embraces setbacks as opportunities for growth and learning.

Integrity: Upholding the highest standards of integrity and sportsmanship, emphasizing fair play, respect, and ethical conduct in all interactions, both within the academy and in competitive environments.

Community Engagement: Engaging with the local community through outreach programs, events, and partnerships, fostering a sense of responsibility and giving back to the society that supports the development of young athletes.



Garment Shop

Cultural Appreciation: Celebrating and embracing the rich cultural diversity of Asia through our curated collections and fostering cross-cultural understanding and appreciation.

Inclusivity: Creating an inclusive and welcoming environment that caters to the unique fashion preferences of third-country nationals, fostering a sense of belonging and community.

Quality and Craftsmanship: Ensuring the highest standards of quality and craftsmanship in every garment offered, reflecting the rich heritage and intricate artistry of Asian fashion.

Customer-Centric Approach: Prioritizing customer satisfaction by providing personalized and attentive service, catering to individual preferences and needs, and building lasting relationships with our diverse clientele.

Fashion Innovation: Staying at the forefront of global fashion trends while maintaining a deep-rooted connection to traditional Asian styles, offering a diverse range of contemporary and culturally inspired clothing options.





Undergraduate Diploma in
Business Administration

10:00



Undergraduate Diploma in
Business Administration

Business Plan

Elements of a business plan include:

- Cover letter
- Title page
- Table of Contents
- Executive Summary
- Company background
 - Management and international organisation
 - Mission statement
- Products and services
- Marketing plan
- Competitive analysis
- Marketing/Realization
- Risk analysis
- Financial planning
- Conclusions
- Appendices



Business Plan

Products &/or Services

- What need are you fulfilling or what problem are you solving?
- Emphasize how and why you are competitive.
- How do you stand out, and why does this business have such a terrific chance at succeeding
- Try to answer why a client would want it.
- How will your offering make your customers' lives better or more profitable?



Business Plan

Products &/or Services

- Description
 - what is your product and/or service
 - how does it work?
 - how does it benefit customers?
 - how do you make it or how will you get it made?



Business Plan

Products &/or Services

- Comparison
 - what makes it unique or better?
 - why would someone choose to buy it or do business with you over someone else?



Business Plan

Products &/or Services

- Accreditations/Intellectual Property
 - have you had the it tested or certified?
 - approvals from industry experts?
 - trademark, copyright, or patent?



Research & Development



Business Plan

Products &/or Services

- Lifecycle
 - where are you currently with it?
 - idea stage or do you have a prototype?
 - produced some and are looking to expand?
 - started offering this service already or are you still in the planning stages?



Business Plan

Products &/or Services

- Pricing
 - how much will you charge for it?
 - where does this fit in with what is currently available?



Business Plan

Products &/or Services

- Sales and Distribution Strategy
 - How will you sell it?
 - online or in retail stores?
 - Have you lined up any vendors?
 - How will you distribute it or deliver it?



Business Plan

Products &/or Services

- Fulfilment
 - Will you need any special equipment or technology to provide your product or service?



Business Plan

Products &/or Services

- Requirements
- How will you fill orders or deliver it?
- Will you manufacture items yourself or outsource to someone else?
- Who will handle distribution, and how?



Business Plan

Products &/or Services

- Expansion
 - Do you envision future products or services as an extension of the business once it's successfully launched?



Business Plan

Products &/or Services

- Photographs/Brochures
 - Refer and append



Business Plan

Elements of a business plan include:

- Cover letter
- Title page
- Table of Contents
- Executive Summary
- Company background
 - Management and international organisation
 - Mission statement
- Products and services
- Marketing plan
- Competitive analysis
- Marketing/Realisation
- Risk analysis
- Financial planning
- Conclusions
- Appendices



Business Plan

Conclusions

Executive Summary vs Conclusions



What is the
difference?

Convince to Keep Reading vs Convince to Invest

Conclusions have to have a **Sales Pitch**



Business Plan

Conclusions

Shoutout Entertainment is a business establishment that always wants to make it in the audio system service. Our business can compete well with other similar business as well. Moreover, Shoutout Entertainment has made lots of efforts during the survey for the establishment of business and in terms of its financial projections. In connection with that, we are aiming to provide our service according to our customers' wants, desire and needs. We are very confident and believe that our business venture will create and establish a very satisfactory investment return every year.

Our business will continuously make concentrate in the business strategies, especially in terms of marketing to ensure that the business is well known to the customers. We hope that we will be able to build a good loyal customer base in every year.



Business Plan

Appendices

- Resumes of management team
- Past three years of tax returns
- Current bank statements
- Copies of existing loans or notes
- Interim income statement and balance sheet
- Personal financial statement
- Copies of legal documents
- Copies of potential contracts
- Letters of reference
- Brochures



Business Plan

- Unrealistic Financial Projections
- Not Defining the Target Audience
- Over-Hype
- Bad Research
- No Focus on your Competition
- Hiding Your Weaknesses
- Not Knowing your Distribution Channels
- Including Too Much Information
- Being Inconsistent
- One Writer, One Reader





Undergraduate Diploma in
Business Administration

Creating a Business

Lecture Title: Presenting your Business



Lecturer: Angelito Sciberras

Date: 28 October 2023

Undergraduate Diploma in
Business Administration