



Subject : Framework Businessplan Home Energy

Contents Business Plan Home Energy:

- Market: Market definition and characteristics;
 - Market size, estimated growth potential per product market combination
 - Market segmentation; identified market segments/ consumer groups and their behavior
 - Sector specific trends, rules and regulations, subsidies, etc.
 - (Local) Competition; competitive analysis;
- Marketing plan
 - Market approach and positioning.
 - 4-P's of marketing: price, place, product, and promotion
 - Promotion; advertisement strategy and branding strategies
 - Distribution; set up of dealer network and/or direct sales?
 - Ambition and goals, regarding market share, number of dealers/ clients
 - Sales targets per product
- Organization and Management
 - Organizational scheme and/ or process scheme
 - Detailed description of tasks and responsibilities of key personnel and management
 - Resumes management
 - Planned organizational development next 3-5 yrs.
- Financial
 - Financial forecasts: Profit & Loss, balance sheets, cash flow.
 - Brief description of major assumptions underlying financial data
 - Scenario analysis, "worst-case" scenario
 - Financing/ investment need (from cash flow projection)

Of course these are all just ideas and hints and you are free to add or delete any topics to your liking.

We like to stress that we don't expect a 100 pages long book, with lots of graphics and photographs, all we are asking for is to put your plans in writing with a detail level you feel is appropriate.

Most important for us to read in your plan, is about **you, your organization and your ideas with Home Energy!**

How do you see the market potential in your area? How you plan and organize the resources to seize that potential?

What do you think as a result of these efforts are realistic sales numbers for our products and your company? Etc.



Your choice