**BUSINESS PROJECT REPORT**

**Project Title**

Business Project Report

Project No.

Author

**Company Name**

Street Address

City, State and Zip

webaddress.com

**Version 0.0.0**

00/00/0000

If it is your intention to publish this report, consider having this section completed by the relevant committee Chair(s), Chief Executive, or sponsor.

The message here should be clear and concise and should highlight the key takeaways for readers of this report.

Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Position: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Table Of Contents**

[Forward **Error! Bookmark not defined.**](#_Toc15838956)

[1. Executive Summary 4](#_Toc15838957)

[1.1 Business Background 4](#_Toc15838958)

[1.2 Objectives (Long-Term And Short-Term) 4](#_Toc15838959)

[1.3 Risks And Issues 4](#_Toc15838960)

[1.4 Progress 4](#_Toc15838961)

[1.5 Outcomes 4](#_Toc15838962)

[1.6 Customer Profile 5](#_Toc15838963)

[2. Key Project Activities 5](#_Toc15838964)

[2.1 Activity / Topic A 5](#_Toc15838965)

[2.2 Activity / Topic B 5](#_Toc15838966)

[2.3 Activity / Topic C 5](#_Toc15838967)

[3. Market Analysis 5](#_Toc15838968)

[3.1 Market Description And Target Clients 5](#_Toc15838969)

[3.2 Pricing Structure 6](#_Toc15838970)

[3.3 Demand Description 6](#_Toc15838971)

[3.4 Production Limitations 6](#_Toc15838972)

[4. Financial Evaluation 6](#_Toc15838973)

[4.1 Investment Expenditure And Methods 6](#_Toc15838974)

[4.2 Expected Productivity 6](#_Toc15838975)

[4.3 Projected Financial Ranking 7](#_Toc15838976)

[5. Marketing Assessment 7](#_Toc15838977)

[5.1 Price 7](#_Toc15838978)

[5.2 Product 7](#_Toc15838979)

[5.3 Place 7](#_Toc15838980)

[5.4 Promotion 7](#_Toc15838981)

[6. Operational Planning 8](#_Toc15838982)

[6.1 Business Models 8](#_Toc15838983)

[6.2 Financial Plan 8](#_Toc15838984)

[6.3 Management Structure 8](#_Toc15838985)

[6.4 Business Structure 8](#_Toc15838986)

[7. Swot Analysis 9](#_Toc15838987)

[8. Appendices 10](#_Toc15838988)

# **Executive Summary**

High-level summary of each category below (a total of 2 pages max)

## **1.1 Business Background**

|  |
| --- |
|  |

## **1.2 Objectives (Long-Term and Short-Term)**

|  |
| --- |
|  |

## **1.3 Risks and Issues**

|  |
| --- |
|  |

## **1.4 Progress**

|  |
| --- |
|  |

## **1.5 Outcomes**

|  |
| --- |
|  |

## **1.6 Customer Profile**

|  |
| --- |
|  |

# **Key Project Activities**

Summarized activity and/or topic

## **2.1 Activity / Topic A**

|  |
| --- |
|  |

## **2.2 Activity / Topic B**

|  |
| --- |
|  |

## **2.3 Activity / Topic C**

|  |
| --- |
|  |

# **Market Analysis**

## **3.1 Market Description and Target Clients**

|  |
| --- |
|  |

## **3.2 Pricing Structure**

|  |
| --- |
|  |

## **3.3 Demand Description**

|  |
| --- |
|  |

## **3.4 Production Limitations**

|  |
| --- |
|  |

# **Financial Evaluation**

## **4.1 Investment Expenditure and Methods**

|  |
| --- |
|  |

## **4.2 Expected Productivity**

|  |
| --- |
|  |

## **4.3 Projected Financial Ranking**

|  |
| --- |
|  |

# **Marketing Assessment**

## **5.1 Price**

|  |
| --- |
|  |

## **5.2 Product**

|  |
| --- |
|  |

## **5.3 Place**

|  |
| --- |
|  |

## **5.4 Promotion**

|  |
| --- |
|  |

# **Operational Planning**

## **6.1 Business Models**

|  |
| --- |
|  |

## **6.2 Financial Plan**

|  |
| --- |
|  |

## **6.3 Management Structure**

|  |
| --- |
|  |

## **6.4 Business Structure**

|  |
| --- |
|  |

# **Swot Analysis**

|  |  |
| --- | --- |
| **Internal Factors** | |
| **Strengths (+)** | **Weaknesses (-)** |
|  |  |
| **External Factors** | |
| **Opportunities (+)** | **Threats (-)** |
|  |  |

# **Appendices**

|  |  |  |
| --- | --- | --- |
| **Appendix** | **Item** | **Location** |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |