



Types of Business Plans

Startup Business Plan:

This is a comprehensive plan designed for **new ventures, outlining the business idea, strategies, target market, financial projections, and how the business will operate.**

Example : A startup plan for a new coffee shop in Saravanampatti would detail the **unique selling proposition** (e.g., organic coffee, community focus), **target customers** (students, young professionals), **marketing strategy** (social media, local partnerships), and **financial projections** for the first three years.

Lean Business Plan:

A streamlined version focusing on the essentials, like **strategy, revenue model, and key milestones, ideal for entrepreneurs who want to launch quickly and adapt as they go.**
A short document that summarizes the most important aspects of a business plan.

Example : The Toyota Production System reduces waste by focusing on “**reducing difficult jobs.**” Difficult jobs are identified as those tasks that require special skills from team members. Those requiring special skills cause variation and inconsistent work resulting in safety or quality issues.



Growth Business Plan:

This plan focuses on scaling and expanding the business, whether through entering new markets, launching new products, or increasing market share.

Example:

Let's say a coffee shop in Bengaluru, Karnataka, wants to expand its business. A growth plan might include:

Market Penetration:

Implement a loyalty program to encourage repeat business, offer discounts for online orders, and expand delivery options.

Market Development:

Open new locations in different areas of Bengaluru, targeting new customer segments (e.g., office workers, students).

Product Development:

Introduce new coffee blends, seasonal drinks, and non-coffee beverages (e.g., smoothies, teas).

Diversification:

Explore opportunities to expand into related businesses, such as selling coffee beans online or opening a small bakery within the coffee shop.



Feasibility Business Plan:

This type of business plan evaluates the viability of a new business idea or project, assessing its potential for success.

Example : A feasibility business plan example, like for a **new cafe in Saravanampatti**, should **assess the project's viability by examining market demand, financial resources, technical requirements, and legal aspects, ultimately determining if the cafe is a sound investment.**

Strategic Business Plan:

This plan outlines the long-term goals and strategies of the business, including how it will achieve its objectives.

An example of a strategic plan with a goal, strategy, and tactic: Goal (what the organization wants) - To increase online sales by 20% over the next two quarters. Strategy (how the organization will get it) - Increase online marketing and social media presence by 25% in the two quarters.