

# **Mentorship Workshop for Young Entrepreneurs Unemployed Youths Africa**

## **MODULE 6**

**December 26, 2020 to May 21, 2021**

**February 13, 2021**

### **Regulations, Market, Products And Services**

Build your resilience with values & vision

Do the essential with mission & goals

Be competitive with timely targets

***Siddha Param***

**New Co. Inc.**

# **Business Plan**

**(SAMPLE)**

## **Prepared**

February 11, 2020

## **Contact information**

**(INSERT NAME HERE), (INSERT TITLE)**

Tel:

Email:

Website:

## **Business address**

**(INSERT FULL POSTAL ADDRESS)**

# **BUSINESS PLAN TEMPLATE FOR ENTREPRENEURS**

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## 5. Government regulations

### Include here:

- Identify regulatory or legal changes affecting your product, service or industry
- Are there any news about trade agreements or environmental protections, for example?
- Is your industry highly regulated, like healthcare?

Industry associations and regulatory agencies often have a list of recent or impending regulatory changes that affect businesses.

<https://www.gov.mb.ca/business/startingsmart/index.html>

<https://bizpalmanitoba.ca/results>

<https://bizpalmanitoba.ca/?b=46>

<https://www.canada.ca/en/services/business/permits.html>

<https://www.edc.ca/>

<https://www.tradecommissioner.gc.ca>

<https://www.ic.gc.ca/eic/site/cipointernet-internetopic.nsf/eng/wr04312.html#Who>

## 5. Government regulations

### Include here:

- Regulatory or legal changes affecting your product, service or industry
- Any news about trade agreements or environmental protections, for example?
- Are you in an industry that is highly regulated, like healthcare?

### **New Co. Inc. (EXAMPLE)**

#### **Data stewardship**

- Laws in Canada and abroad about collection of customer / supplier information have become more strict.
- With some clients / suppliers outside of Canada, we look to international regulations on the storage and protection of our customer data. In particular, the General Data Protection Regulation (GDPR) from the European Union.

#### **Trade agreements**

- The CUSMA (Canada United States, Canada Mexico Agreement), has eased tariffs on steel and aluminium inputs.
- Canada-European Union trade agreement may trigger influx of competitors in the market—may affect input costs positively.

#### **Environmental regulations**

- Canadian government is working on the ban of single-use plastic.
- May affect plastic packaging of windows and doors.
- The Extended Producer Responsibility (EPR), specifically for recycling of plastic, is expanding and may require manufacturers or associations to fund and manage disposal of old windows and doors.

## 6. The market

### 6.1. Overview of market trends

#### Include here:

- The demographics of customers you serve
- The size of that customer group. Is this number growing or decreasing?
- How has customer behaviour changed over time?
- Are there new products or services that have emerged or are emerging?
- Has the supply chain changed?
- Are there regulatory changes that affect prospective customers ability to buy your product or service?

Write here...

**Analyze internal and external published information and conduct primary research using questionnaires and surveys with consumers for information to gain insight.**

<https://www.statcan.gc.ca/eng/start>

# Overview of market trends

## The shift from public to private ways of living

- The pandemic and the negative impact on the economy and society have changed how consumers live
- Pre-pandemic, consumers had a primarily and increasingly outward-looking culture, with emphasis on in-person experiences, in public, and shared with family, friends and strangers
- The resulting shift in living, work and lifestyle in general is expected to have long term impact on consumer behaviour, so brands will have to find different ways to meet consumers where they are

## Overview of market trends

### Wealth gaps may lead to change in how consumers spend

- Difference in attitudes between affluent consumers and everyone else is being accelerated post COVID-19 pandemic lock down
- Lower-income consumers are cutting back on discretionary spending because of reduced income.
- Higher-income consumers are considering their purchases more carefully, considering value for money
- Consequently, marketers have to segment their marketing outreach with more customised messaging and branding

## 6. The market

### 6.1. Overview of market trends

#### Include here:

- What demographics of customers do you serve?
- What is the size of that customer group? Is this number growing or reducing?
- How has customer behaviour changed over time?
- Are there new products or services that have emerged?
- Has the supply chain changed?
- Are there regulatory changes that affect your prospective customers ability to buy your product or service?

#### New Co. Inc. (EXAMPLE)

- Currently serving home renovation and remodeling clients primarily in Ontario.
- Main competitors mass produce quality doors
- New Co. Inc. products are in the top 30% of pricing in the industry
- Use of retailers' central warehouses helps us capitalize on existing distribution and partner marketing channels.

## 6.2. Target niche market

### Include here:

- Describe your ideal customer.
- What are their needs?
- Is their purchasing behaviour changing?

### Write here.....

A target niche market is the pool of prospective customers to whom you want to sell your products or services.

A target niche market is not everyone but is only made up of those who are good fits for your products or services.

## Target Market Analysis

- Find customers for your business with a target niche market analysis
- A target market is the pool of people you want to sell products or services
- They are not everyone located in your business's area
- They are the people who are good fits for your products or service

## Why you should know your target audience?

- You need to identify exactly who your customers are and where to find them
- Breakdown your target niche market into segments
- Offer your market segment the right incentives that encourage the buy decision
- A target niche market analysis is a study you do of your prospective customers.
- Market analysis will enable you to figure out exactly who you will market and sell to.

## Target market analysis - the five W's and H of Potential Customers

- 1. Who:** Who are your potential customers  
What are their ages, genders, education levels, occupations, etc.?
- 2. What:** Ask potential customers what interest them - types of products, services, and features they are interested in buying
- 3. When:** Find out when prospective customers are most likely to buy your products or services  
Is it just once, seasonally, based on a pattern or prompted  
Are there locations or mediums more likely to catch your customers' attentions?
- 4. Where:** Where your customers are located - Where do they live and work?  
What is the size of the area and population
- 5. Why:** Ask why customers will buy from you instead of from one of your competitors
- 6. How:** Consider how customers behave, and their lifestyles or buying habits

## How to do a target niche market analysis

- Once you know what you want to find out, you need to get the information.
- Interview your customers and prospective customers
- Get the maximum amount of information from them
- Offer reward for their time if necessary
- Social media marketing platforms can provide demographic profiling
- Identify zip codes and research the demographics of the area

## Use Your Market Analysis Data

- From past sales information - Look at average purchase price, the busiest and slowest times of day and week, and seasonal spikes and drops
- With target market information you can plan how to market and what your pricing should be
- Use the market data to adjust your products or services to suit your prospective customers
- Find out why current customers stick around, and what would encourage new customers to buy



## 6.2. Target market

### Include here:

- Describe your ideal customer.
- What are their needs?
- Is their purchasing behaviour changing?

### New Co. Inc. (EXAMPLE)

- New Co. Inc. serves custom builders and independent contractors doing high-end construction
- Target customers in urban or suburban settings, increasing in areas within 200kms of urban centres.
- Household income of ideal end user customer is in the top 10%, over \$150,000.
- Customers are looking for increased product customization.
- Increasing request for more colour and texture options in recent years.
- Customers concerned about the environment and looking for eco-friendly options
- Customers like online specifications to be detailed.
- We include online tools to design, mix and match.

## 7. Products and services

### **Include here:**

- Current range of products or services offered
- Portion of overall revenues does each product or service represent
- The overall market for your products or services
- Can your products or services evolve to respond to changes in the market?

Write here...

**The tangible product item you put on the market**

**The intangible service item that you provide to customers**

## Describing Products and Services

**Price**

**Quality**

**Time**

**Flexibility**

**Availability**

- Use simple terms and avoid industry buzzwords
- Highly technical descriptions are not recommended
- Describe clearly the products and services your business will provide.
- Describe how the products and services will differ from the competition
- List the patents, copyrights, and trademarks you own or have applied for
- If your product and service does not currently exist explain why the market needs them
- If you are creating a new product or service, explain fully the nature of the product, its uses, and its value

## Key questions to answer:

### EXISTING MARKET

Low Cost Product

Niche Product

New Type of Product

### NEW MARKET

New Product

- Are products or services being developed or do they already exist?
- What is the timeline for bringing a new product or service to market?
- What makes your products or services different and what are the competitive advantages?
- Is your pricing competitive and sufficient to establish a good profit margin?
- How will you produce and deliver your product or services in sufficient quantity?

## 7. Products and services

### Include here:

- Products or services you are currently selling
- Portion of overall revenues each product or service represent
- Products or services fit within the overall market
- Can your products or services evolve to respond to changes in the market?

### **New Co. Inc. (EXAMPLE)**

- New Co. Inc. provides superior custom-made doors .
- We are known for unique brass inlays and glass etchings.
- We use eco-friendly glues (no formaldehyde).
- We are offering changes to products with more customization—colour, texture and sizing—in response to customer demands.
- Eco-line of products started as a niche line and is popular with environmentally-conscious consumers.