

Business Plan: Diary

Our business plan about our new company called « Business Box » has been completed with a good teamwork. It is not often simple to manage everyone to work as a team, but this assignment was a success.

Here is presented how it was organized, on every meeting day: First of all, after the last lesson about the business plan presentation by Sir Ab Teoh, we decided to meet as fast as possible to start the project. As our schedules didn't meet (because of our trips for example) we planned our first meeting to the 25th.

25th October:

We decided first to make a new company: It is worthless doing a complete business plan on a franchise where you can't manage every single thing.

Furthermore, we all had to come up to the meeting with ideas and theme to choose a good direction.

Hugo proposed to create jewelry to put on shoes (as there is a big market on women's shoes...)

Antonin proposed interactive kiosks for everything like recharging a mobile account, printing mobiles pictures, etc.

I asked for a development of the pantone engine for cars, which could be good for the environment and people's money...

All over the week, we deleted some of our proposals to keep Nicolas's one because it was more valuable and interesting to do in Kuala Lumpur: Business Box which is a gift basket company.

1st November:

We defined the plan to choose, and explained the basis of our company, our product, the number of the employees, the market we will focus on, the social class people we will choose, etc. We had almost said everything we needed before starting to write.

8th November:

We separated the business plan to write: We worked by team of two to be quieter and more efficient. That's why I worked in a team with Hugo, Nicolas and Antonin worked together.

15th November:

We finalized the project, talked about the last small problems such as the company logo, the executive summary, the paging system, design and theme of the project.

To conclude, it was a good teamwork project, and I believe we succeeded.