



Description of Opportunity

Businesses looking to get loans or finance need to present their research-based strategies to investors and lenders in clear and concise writing. This information is detailed in business plans, which business owners can write themselves or have written by specialists. Business plan writing businesses specialize in this type of writing. Writers who can compose effective business plans will always be in high demand. A business' chances of successfully growing or securing funding almost doubles if they have a business plan drawn up.

Target Market

Business leaders. These are normally entrepreneurs looking for investments or loans.

The target market is not limited to new businesses only. Established businesses also need investments and loans to take advantage of new opportunities or market changes.

Set Up Costs

- | | |
|-------------|-----|
| 1. Internet | 6. |
| 2. Computer | 7 |
| 3. Phone | 8. |
| 4. Website | 9. |
| 5. | 10. |

Equipment List

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|-------------|-----|
| 1. Printer | 6. |
| 2. Computer | 7 |
| 3. Phone | 8. |
| 4. | 9. |
| 5. | 10. |

Running Costs, Consumables & Raw Materials

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|----------------|-----|
| 1. Paper | 6. |
| 2. Printer ink | 7 |
| 3. | 8. |
| 4. | 9. |
| 5. | 10. |

Skills

- Basic writing skills including grammar and spelling
- Professional document layout skills
- Basic understanding of business principles
- Business writing skills
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Premises

No premises are required. You can work from home, meet your customers at there (their) premises or in coffee shops.

Labour Intensity Factor: 5 1 = low; 5 = Medium; 10 = HIGH

Earning Capacity: MEDIUM \$\$

Start-Up Tips

- Source a good mentor to help you and guide you when you need it.
- Research on-line business writing courses to help expand your skills.
- Do a business plan before starting off.
- Ensure you are detail orientated and always research the type of business to help you with the putting the customer's plan together.
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Videos & Articles (URLs)

- Research business plan templates.
- Skill up on business writing.
- Use software such as Grammarly to help you with sentence construction and punctuation.

Buyer Persona

Description: Entrepreneurs looking for investments or loans.

Role: Full-time or part-time business owner

Age: 20+ (enter range)

Gender: Both

Education: Grade 12 +

Social Standing: Worker and full-time or part-time business owner.

Monthly Income: Medium to High

Daily Challenges:

- Lack of time to put a business plan together
- Lack of knowledge on how to do a business plan
- Requirement for additional finance

Biggest Fears:

- Losing Job or Business
- Inability to grow business
- Not being able to fulfill their goals

Purchasing Criteria:

- Experience with writing Business plans
- A portfolio of business plans must be available

Social Media Platforms:

- Facebook
- Twitter
- WhatsApp Groups
- Instagram
- LinkedIn

Personal Goals:

- Better Lifestyle
- Make Money (Save Money)
- Build a successful business

Hobbies & Interests:

- Healthy living
- Outdoor living
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Common Objections:

- Lack of experience
- Not receiving a quality business plan for money paid
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- Professionalism and good customer service
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Market Needs & Pain Points

Market Needs:

- Financial investment
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Market Pain Points:

- Lack of time to fulfill their goals
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Opportunity Pros & Cons:

- Pros:**
- Business plan writers will always be in demand
 - You can grow your business offering to potentially offer consulting services as well and powerpoint presentations for entrepreneurs to use at meetings.
 - Very low set-up costs and overhead costs
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- Cons:**
- If you are still studying, getting the (remove these) time to meet with your customers may be limited.
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General Notes & Suggestions

You can promote your services through local small business organisations, entrepreneurship conferences and networking events. Even cold-calling in person can be effective. Once one business owner is secured as a client, their referral will frequently lead to additional work.

Always be professional, punctual and deliver good customer service.