<u>Plan for the rest of the class (EE488)</u>

Date	Activity	Additional Information
Wed 27 March 2013	3 case study presentations	
Wed 3 Apr 2013	3 case study presentations	
Wed 10 Apr 2013	Business plan workshop I "Sell your idea"	- Presentation takes <u>10 minutes</u>. Please rehearse and time the presentation. - The content should also include what you plan to do, what will be your targeted demand, how will you supply such product/services. Why you think this business will make profit. You should also briefly discuss your financial plan.
Wed 17 Apr 2013	Business plan workshop II "Financial plan and financial feasibility"	- Presentation takes <u>10 minutes</u>. Please rehearse and time the presentation. - Spend 1-2 slides to remind us what your business is. Focus on the financial plan.
Wed 24 Apr 2013	Real business plan presentation (15%)	- Presentation takes <u>15 minutes</u>. - Use all the comments from the previous 2 presentations to improve your work. Then, present your complete business plan.
Fri 17 May 2013	• Final Exam 13:30-16:30 (30%) • Business Plan report due before 13:30 (15%)	Late submission of the business plan not accepted. The hard copy is to be submitted at the BE Office. The electronic copy is to be emailed to wanwiphang@econ.tu.ac.th

<u>Instruction for the business plan report</u>

You can consult the business plan manual by Deloitte & Touche (Length 10,000 - 12,000 words)
Outline of the Business Plan

- **Executive Summary** (1 page)
- **Company Description** (type of organization, vision, mission)
- **Management and Organization** (Organization chart, Compensation plans and policies)
- **Market and Competitors** (General description, Market statistics, Customer data *(Demographics;Needs; Loyalty; Buying behavior and purchasing criteria)*; Competitor data *(Type and number; Location; Strengths and weaknesses; Turnover ;Barriers to entry ; Strategy; Potential future competitors)*; Market and customer surveys*(Pricing; Sensitivity; Segmentation)*
- **Product or Services** (Product and service (technical) specifications; Competitive advantages; Product life span information; Impact of technology; Patent, license, and trademarks; Regulatory approvals or industry standards; Business risks)
- **Operations plan** *(Production process; Facilities; Capacity; Security of supply channels; inventory requirements)*; Research and development plans; Quality control plans; Customer service plans)
- **Marketing and Sales** (Marketing plan; Marketing vehicles; Marketing materials; Strategic alliances Distribution channels; Sales force)
- **Financial Information** (Financial forecasts, projections, and assumptions; Amount and timing of needed funding)

The final exam

Prior to the exam, the instructors will give you 5-6 practice questions on the following topics: (You can work on the questions in group.)

1. Macroeconomic Analysis/Globalization
2. Economics of Strategy/Marketing
3. Industrial Analysis/Competition Policy and Regulation
4. Economics of Production/Organization/ and HRM
5. Finance and Economics

The final exam will consist of 2 parts. In part 1, there will be 2 "seen" essay questions. These two questions will be taken directly from the practice questions. In part 2, you will have to choose 2 out of 3 "unseen" essay questions. The topics will be on the same issues as the practice questions that we do not choose for part 1.