

# PROJECT TITLE

## BUSINESS PROJECT REPORT

PROJECT NO.:

AUTHOR:

COMPANY NAME

Street Address

City, State and Zip

webaddress.com

VERSION 0.0.0

00/00/0000

## FORWARD

If it is your intention to publish this report, consider having this section completed by the relevant committee Chair(s), Chief Executive, or sponsor.

The message here should be clear and concise and should highlight the key takeaways for readers of this report.

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Name

Position

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# 1. EXECUTIVE SUMMARY

High-level summary of each category below (a total of 2 pages max)

## 1.1 BUSINESS BACKGROUND

## 1.2 OBJECTIVES (LONG-TERM AND SHORT-TERM)

## 1.3 RISKS AND ISSUES

## 1.4 PROGRESS

## 1.5 OUTCOMES

## 1.6 CUSTOMER PROFILE

## 2. KEY PROJECT ACTIVITIES

Summarized activity and/or topic

### 2.1 ACTIVITY / TOPIC A

### 2.2 ACTIVITY / TOPIC B

### 2.3 ACTIVITY / TOPIC C

### 3. MARKET ANALYSIS

#### 3.1 MARKET DESCRIPTION AND TARGET CLIENTS

#### 3.2 PRICING STRUCTURE

#### 3.3 DEMAND DESCRIPTION

#### 3.4 PRODUCTION LIMITATIONS

## 4. FINANCIAL EVALUATION

### 4.1 INVESTMENT EXPENDITURE AND METHODS

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### 4.2 EXPECTED PRODUCTIVITY

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### 4.3 PROJECTED FINANCIAL RANKING

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## 5. MARKETING ASSESSMENT

### 5.1 PRICE

### 5.2 PRODUCT

### 5.3 PLACE

### 5.4 PROMOTION



## 6. OPERATIONAL PLANNING

### 6.1 BUSINESS MODELS

### 6.2 FINANCIAL PLAN

### 6.3 MANAGEMENT STRUCTURE

### 6.4 BUSINESS STRUCTURE

## 7. SWOT ANALYSIS

INTERNAL FACTORS	
STRENGTHS (+)	WEAKNESSES (-)
EXTERNAL FACTORS	
OPPORTUNITIES (+)	THREATS (-)



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