

International Sale Operation Business plan

TSENET SRL

BUSINESS PLAN



Short Guideline in setting up business plan

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1. Summary

The Following Business Plan highlighted the International (mainly European) market potential of the COMPANY s Inc. lines of products.

This Business Plan proposed a low risk alternative to establish COMPANY Inc. as a global player in its field.

By reinforcing the already existing italian operation COMPANY can start selling in new territories. In these territories a clear demand is foreseen and strong contacts are assured.

This Business Plan provides detailed proposal of the go-to-market strategy of a COMPANY as the International European selling wing of COMPANY .

The attached financial plan shows that based on 40% COGS estimation COMPANY can reach a break even point after 18 months resulting net profit of over... .. after 24 months.. to be continued

2. General Company Background and Terminology

3. Current Marketplace, Potential and Trends

4. Company: Mission Statement

4.1 Main objectives:

4.2 Secondary Objectives

4.3 Outcome activities:

5. Positions and Responsibilities

5.1 Sales/Marketing

5.1.1 Pre-Sales/Tech Support – System Engineer:

5.1.2 Duties include:

5.1.3 Post-sales activities

5.1.4 c. Sales Backoffice

5.1.5 Assist sales staff with the following:

6. Initial 6 months – Kickoff Period - Business Plan

6.1 Kickoff plan (1-6 months):

6.2 Geographic targets during Kickoff period:

6.3 Targeted vertical markets:



- 6.4 Major activities during the Kickoff period:**
- 6.5 Required team during the Kickoff period:**
- 6.6 Expected result of the 6 months kickoff period:**
- 6.7 Where sales will come from?**

7. 6 to 12 months – Post Kickoff Period - Business Plan

- 7.1 6 to 12 Months Objectives:**
- 7.2 Geographic targets during the 6-12 months period:**
 - 7.2.1 Targeted vertical markets:**
- 7.3 Major activities during the 6-12 months period:**
- 7.4 Required team during the 6-12 months period:**
- 7.5 Expected result of the 6-12 months period:**
- 7.6 Where sales will come from?:**

8. 1 to 12 months Summary

9. Y2 Business Plan

- 9.1 Objectives:**
- 9.2 Geographic targets during the 6-12 months period:**
- 9.3 Targeted vertical markets:**
- 9.4 Major activities during Y2:**
- 9.5 Required team during the Y2:**
- 9.6 Expected result of Y2:**
- 9.7 Distribution of Y2 expected sales:**