



# eBusinessPlan

## Competition Guide



Success depends on  
having a powerful  
vision right from  
the beginning

# BASIC RULES



## **Do:**

1. Submit a plan for an ecommerce business
2. Limit your submission to 6 pages
3. Give a clear description of your idea
4. Submit more than one plan if you have more than one idea



## **Don't:**

1. Copy an existing business
2. Say your business idea has "no competition"
3. Make unrealistic projections
4. Provide too much detail

# CREATION PROCESS

## FIRST THINGS FIRST

There's not one "right way" to write a Business Plan—there are many. Here are some tools to help you structure your submission to the eBusinessPlan Competition.

## THE PROCESS

We encourage you to follow these steps in order to create a successful and effective eBusinessPlan:

1. **Brainstorm:** think big
2. **Research:** bring big ideas down to reality
3. **Define:** narrow your concepts
4. **Structure:** organize the information
5. **Review:** check that your plan makes sense

# 1. BRAINSTORM

## IDEAS, IDEAS, AND MORE IDEAS

At this stage, nothing is too big, too ideal, too hard to achieve. We suggest you jot down every idea you come across, because you never know which one of those will be your golden ticket!

Keep in mind that the eBusinessPlan is an ecommerce challenge, which means that you can only submit projects involving an online store and an actual product.

To get your creative juices flowing, here are a few examples of products sold on existing PrestaShop stores: apparel, home decor, cosmetics, sport accessories, ebooks, technology software, digital designs, computer applications, games, specialty foods and many more!!



**This stage should help you define:**

1. **Concept:** What is your business idea?
2. **Product:** What will you sell?
3. **Value Proposition:** What makes it unique?

# 2. RESEARCH

## TIME TO GET SERIOUS

The easiest way to find industry insights is through Google. Search for the ideas that you came up with during the brainstorming session and explore the markets you would like to enter.

We strongly encourage you to take a look at what your potential competitors are doing, not to copy them, but to differentiate your strategy.

We also recommend that you create a positioning matrix and a SWOT analysis, in order to visualize your place in the market. We have included templates for these charts at the end of the guide.



**This stage should help you define:**

1. **Customers:** Who will buy your product?
2. **Industry:** Why is this market interesting? Will it grow?
3. **Competition:** How is the competitive environment?

# 3. DEFINE

## THE CLEARER THE BETTER

Now is the time to clarify your ideas. Take the time to consider the details that will impact your project in both the short and long term.

Define a plan of action, outline stages of business development, calculate how much money you will need to get started and how that money will be spent.

Get a clear picture of the industry environment so you can make informed projections. Measure the risks and predict potential opportunities for growth. Create expense forecasts and estimate expected revenue.



### This stage should help you define:

1. **Goals:** What would you like to achieve in 1, 2, or 3 years?
2. **Team:** Who will help you achieve these goals?
3. **Growth:** What opportunities and risks will you face?
4. **Finance:** What are your projected income and expenses?

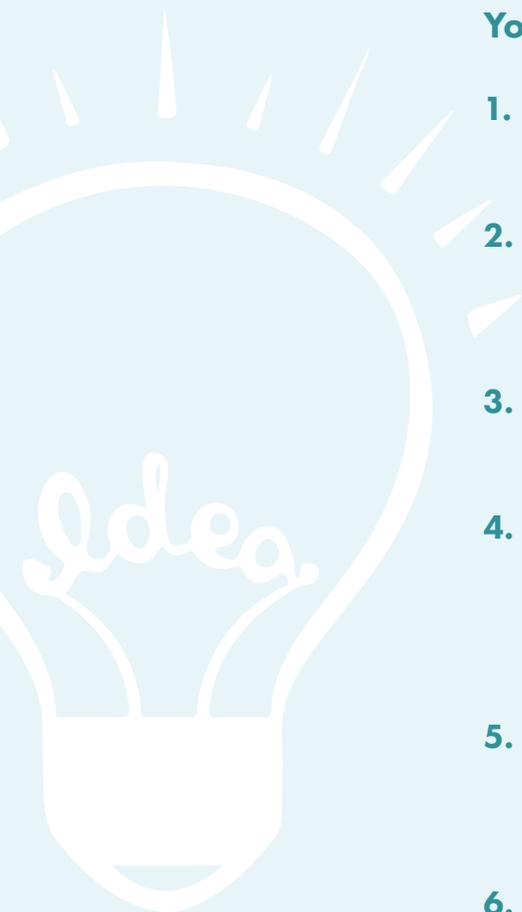
# 4. STRUCTURE

## ORGANIZATION IS KEY

Now that you have all the pieces, all you have to do is put the puzzle together!

### Your eBusinessPlan should include:

- 1. Cover Page**
  - a. Company Logo
  - b. Company Name
- 2. The Company**
  - a. Business Concept
  - b. Business Goals and Vision
  - c. The Team
- 3. The Product**
  - a. ProductDescription
  - b. Value Proposition
- 4. The Marketing Plan**
  - a. Target Market
  - b. Competitive Landscape
  - c. Pricing Structure
  - d. Promotion
- 5. The Financial Projections**
  - a. Financial Forecast
  - b. Financial Needs
  - c. Allocation of resources
- 6. Appendix**



## THE RIGHT THING, IN THE RIGHT PLACE

Wondering how to fill out your business plan? Here's a suggestion:

### **The Company (300 words max)**

- a. Business Concept: What will your company do?
- b. Business Goals and Vision: What are the long term plans?
- c. The Team: Who will help you (if anyone)? Why them?

### **The Product (200 words max)**

- a. Product Description: What you will sell?
- b. Value Proposition: What makes your product special and unique?

### **The Marketing Plan (400 words max + charts)**

- a. Target Market: Who will you sell to?
- b. Competitive Landscape: Who will you compete with?  
+ positioning chart + SWOT analysis chart
- c. Pricing Structure: How will you price the product?
- d. Promotion: How do you plan on reaching your customers?

### **The Financial Projections (300 words max + charts)**

- a. Financial Forecast: Where will you be in 1, 2 and 3 years?  
+ financial forecast chart
- b. Financial Needs: How much money you will need to get started?
- c. Allocation of resources: How will the initial investment be used?  
+ resource allocation chart

# 5. REVIEW

## THE MORE THE MERRIER

Don't forget to double check your content before submitting your plan. Ideally, ask a few different people to read it too: people who have never heard of your idea, people who know a lot about business, people who have real life business experience, people who will be honest with you, people who will give you good feedback. The more feedback you get, the better!



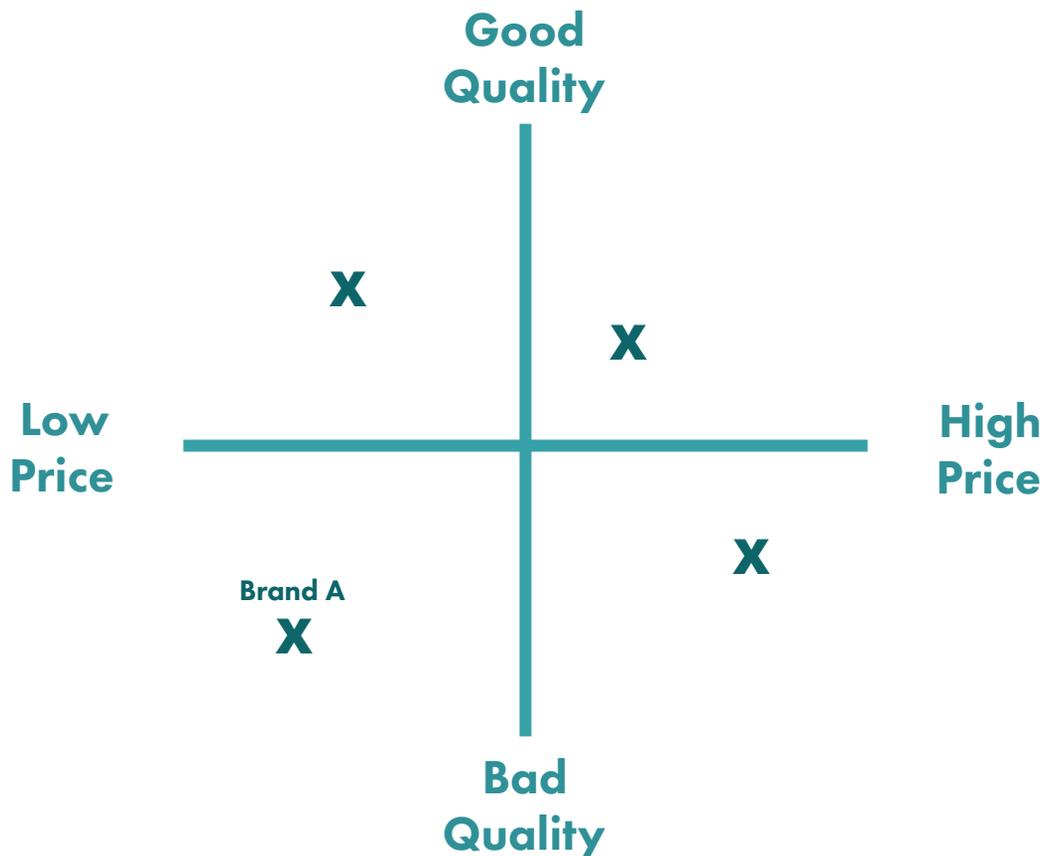
**Always keep in mind our judging criteria:**

1. **Idea:** original, unique, special
2. **Strategy:** complete, accurate, professional
3. **Viability:** realistic, coherent, attainable

# CHARTS

## POSITIONING CHART

This chart's objective is to position your brand within the market and among your competitors. You can pick any pair of adjectives, such as Price and Quality, or Price and Rapidity, or Product Variety and Product Quality. Then, you place yourself and your competitors where they belong, for example: Brand A has low prices and bad quality.



## SWOT ANALISYS CHART

This analysis provides a method to outline internal and external forces that will drive your business. It allows you to evaluate strengths, weaknesses, opportunities and threats to your business. You complete it by filling each square with a list of strengths (the advantages that you will have), weaknesses (the disadvantages), opportunities (the market opportunities) and threats (the possible risks).

<b>Strengths</b> - -	<b>Weaknesses</b> - -
<b>Opportunities</b> - -	<b>Threats</b> - -

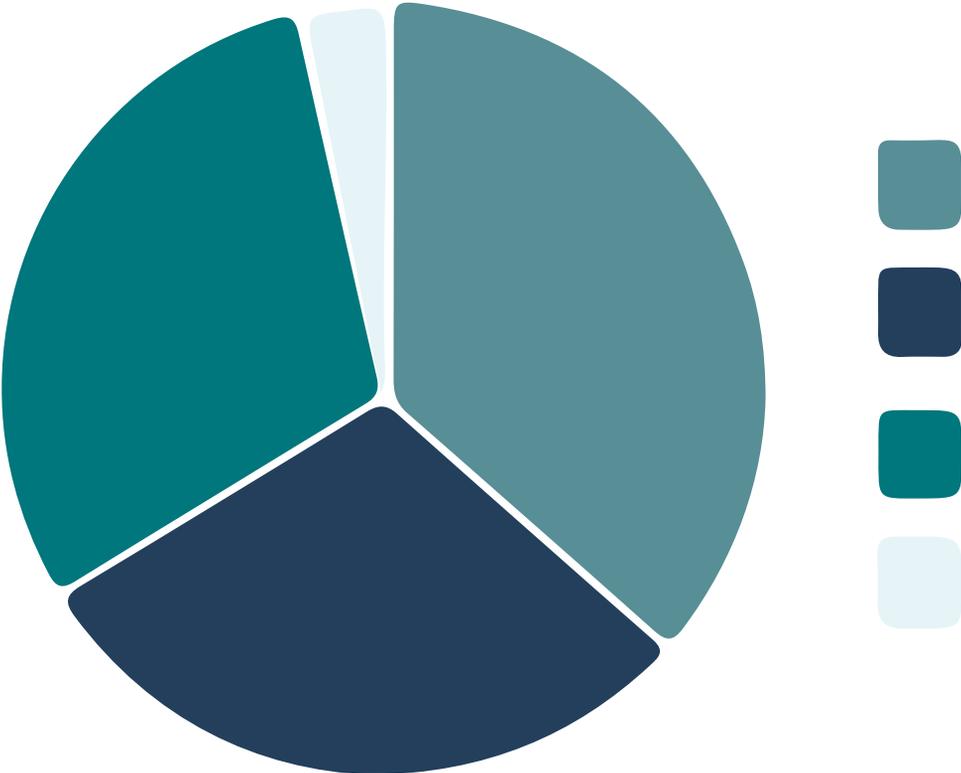
## FINANCIAL FORECAST CHART

Fill in this simple table with your financial expectations for the 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> year after you launch your online store.

	Year 1	Year 2	Year 3
Number of products sold			
Average price per product			
<b>Income</b> (products sold x average price per product)			
Inventory cost			
Other expenses			
<b>Total expenses</b> (Inventory cost + other expenses)			
<b>Profit</b> (income – total expenses)			

# RESOURCE ALLOCATION CHART

How will you use the initial investment? First define the different expense categories and then create a pie chart to illustrate what percentage of investment will go into each type of expense.





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PrestaShop's next  
success story?

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