
INSTRUCTIONS TO COMPLETE THE WORKBOOK.

The workbook is intended to be a tool to help you apply the concepts you will learn through the course. When you are finished you will have a plan for your business.

1. Please complete each section AFTER you have finished the module relevant to that topic. E.g Complete Section 1 in the workbook only after you have completed Module 2 in your course.
2. Each section has to be completed for your business.
3. Please do not put theoretical answers in the workbook. For E.g In the “defining your target customer” section, please do not write the theoretically different ways of segmentation.
4. If you have any doubts, please refer to the completed workbook called *“Workbook Example.pdf”*
5. Instructions to submit the workbook will be given to you separately.

Add your logo in the box.



Name of the business_____

Type of Business_____

Name of the owner _____

SECTION 1 - PRODUCT OR SERVICE

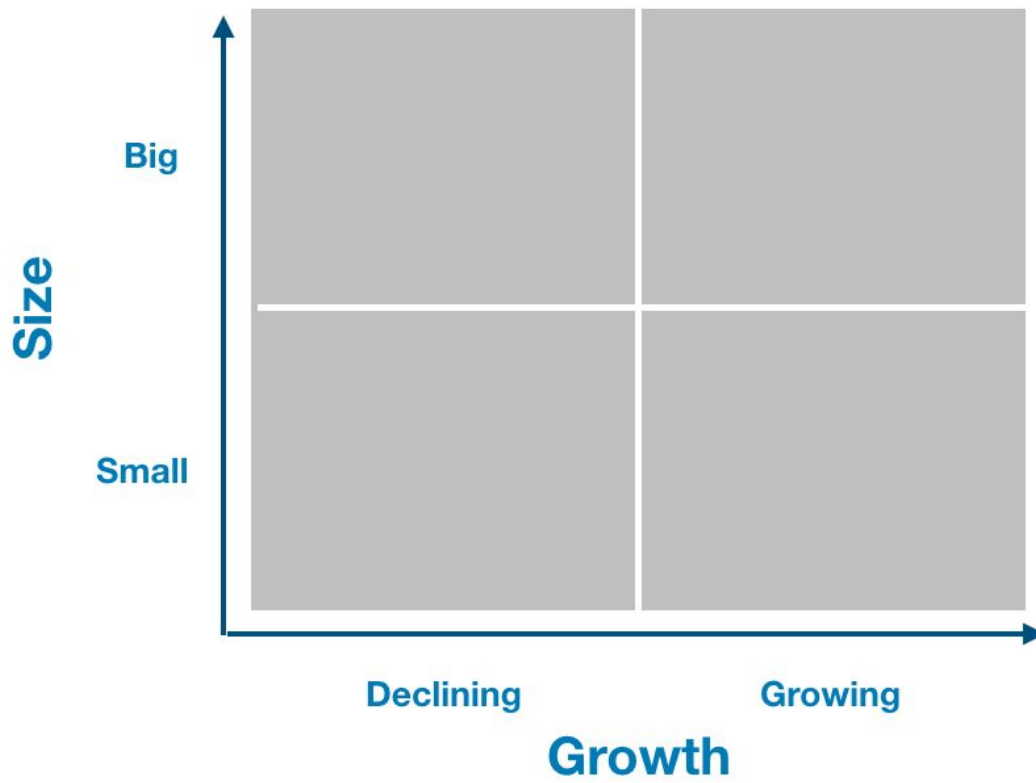
1. Tell us more about the product or service. List the features of the product or the features of the service. If you are opening a shop, please tell us what you will sell in the shop. E.g. If you are opening a bakery, list the items that you will sell in the bakery. OR. If you are opening a beauty salon, list the services that the salon will offer.

SECTION 2 - DEFINING YOUR TARGET CUSTOMER

1. Describe your **Customer Segment**

The description should include all the different types of segmentation - Demographic, Psychographic, Behavioral, Geographic and/or Others.

2. Use the Size and Growth Model to decide your Target Segment



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3. Describe your **Target Customer Persona** (please add a photo if possible)
The description should include all the variables - Demographic, Psychographic, Behavioral, Geographic and/or Others.

SECTION 3 - COMPETITIVE ADVANTAGE

1. Please list your top 3 competitors and their biggest strength and biggest weakness. (Refer to the *Step by Step Guide to do a competitive analysis*)

Competitor 1 _____

Sr.	Strength	Weakness

Competitor 2 _____

Sr.	Strength	Weakness

Competitor 3 _____

Sr.No.	Strength	Weakness

2. List the features and benefits of your product or service **that are different from the competition.**

Sr.No.	Feature	Benefit to customer

3. Please describe the Competitive Advantage for your product or service.

4. Please indicate the source of your competitive advantage.

SECTION 4 - PRICING

1. List the prices for your products or services. If you are selling more than one product or service please list all of them with their prices.

Sr. No.	Product	Price

2. What method of pricing did you follow?

SECTION 5 - PROMOTION

Use the 3 Step Process in Slide 8 of Module 6

1. Please define your communication objective.

2. Please define your budget for the promotional plan.

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3. Please list all the promotional activities you have planned. Explain your reason why you selected those activities.

No.	Promotional Activity	Reason for selecting	Amount to be spent.

SECTION 6 - SALES & BUDGET

This is your Sales Forecast and Budget Plan for 6 months.

1. The first row is for your sales forecast in Rupees.
2. All the other rows are for your expenses or costs.
 - a. *Direct expenses - Money you plan to spend on all elements of direct cost. E.g raw material, packaging material, and so on.*
 - b. *Indirect expenses - Money you plan to spend on rent, electricity, etc.*
 - c. *Promotion expenses will be from the table above.*
 - d. *People's expenses are salary.*

(All Values in Rupees)

Sr.No.	Item	Month 1	M2	M3	M4	M5	M6	Total
1.	Sales forecast							
2.	Direct Expenses							
3.	Indirect Expenses							
4.	Promotion Expense							
5.	People expense							

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