The concept of Business plan and marketing plan

Business plan implementation plan business transactions, actions of the company, containing information about the company, the product, its production, marketing, organization of any operations and their effectiveness.

Business-plan software product implemented in the process of business planning.  
Business planning is identifying targets and ways of achieving them, through any planned and developed programs of actions in the process of creation can be adjusted in accordance with changed circumstances.  
The debt of the business plan is to show that the product or service will find its customers, to establish a capacity market and perspectives of its development; to assess the costs required for the manufacture and marketing of products, providing the market works or services; to determine the profitability of future production and show its effectiveness for the enterprise i.e. the investor, for local, regional and state budget.  
The main function of a business plan is a tool through which the entrepreneur can assess performance over time. It can also be used to develop the concept of doing business in the future. It acts as a tool to attract new investment.  
One of the most important stages of the planning process is the creation of a business plan for corporate planning and to justify the receipt of funds from an external source, i.e. receiving money for a specific project in the form of Bank loans, budgetary allocations, equity of other enterprises in the implementation of the project.  
Business planning defines the goals and tasks that need to be addressed to the company, as in the near future and for the future.  
  
The main objective of business planning is the planning of operations of the company for the nearest and remote periods in accordance with market needs and opportunities to obtain necessary resources.  
  
Other objectives of business planning:  
• social - increasing the status of the entrepreneur  
• specific goals and objectives – the development of contacts, foreign trips, membership in the Association.

For the successful implementation of the project and receipt of funds necessary database, which, in fact, is the business plan. In the process of initial information gathering and preparation of the business plan specialists of our company are focused on solving specific tasks, which for most projects are as follows:  
• collection of initial information on the projects being undertaken;  
• technical and economic calculations;  
• analysis of the situation in the industry in the considered direction;  
• marketing researches;  
• assessment of the financial prospects of the project.

Often there are projects in which at the stage of financial accounts become visible in the most problematic areas of the business. Then our specialists are ready to develop a number of recommendations for optimization and together with the project Initiator to develop a strategy for the implementation of the project.

The main objective of business planning is to give a picture of the development prospects of the company that is to answer the most important business question: whether to invest in this business, will bring the income that will pay all of the costs and power tools.  
Objectives of business planning:  
• identify specific areas of activity, target markets and place the company in these markets  
• to formulate long-term and short-term goals of the company, the strategy and tactics to achieve them. To determine the persons responsible for the implementation of the strategy  
• choose the composition, and to identify indicators of goods and services to be offered by the firm to consumers. To estimate production and trade costs in their creation and implementation  
• identify whether the existing staff of the company, conditions of their work motivation requirements to achieve the goals;  
• to determine the composition of marketing activities of the firm in market research, advertising, sales promotion, pricing, distribution channels, etc.  
• to assess the financial position of the company and compliance with the available financial and material resources to achieving your goals  
• anticipate difficulties, pitfalls that can hinder the practical implementation of the business plan.  
Business planning:  
• the possibility of its use for the development of business strategies implemented during the creation of the enterprise and in the development of new activities  
• planning as such  
• to raise funds – loans, loans  
• involvement in the implementation of the plans of the company to potential partners and investors  
• employee involvement in drawing up the business plan allows to improve their knowledge about upcoming actions, to coordinate efforts, to create motivation to achieve goals.  
The value of business planning is determined by what it is:  
• gives the ability to determine the project's viability in a competitive environment  
• contains a guideline how to develop a project (enterprise)  
• serves as an important tool for obtaining financial support from external investors. The business plan — the plan, the program of implementation of business activities, actions of firm containing data on firm, goods, its production, sales markets, marketing, the organization of operations and their efficiency.

Planning of business is a definition of the purposes and ways of their achievement, by means of any planned and developed action programs which in the course of realization can be corrected according to the changed circumstances.

Marketing actually exists already a number of the millennia since people began to practice exchange. In our millennium it became a prerogative of experts in trade (merchants). However in wider area of practical business management it gained value only after 1945 when there were known advertising agencies which became on the way of use of modern concepts of marketing.

The fiftieth years of our century can be considered as a decade of advertising. In the sixties marketing took the modern forms, considering in the center of the concept of the target consumer. Shocks of the world market in the 70th years led to use of concepts of strategic planning and their inclusion in modern marketing as parts of strategic management.

The marketing plan — one of important parts of the plan of the company. Process of planning of marketing has to be carried out as a part of the general process of planning and drawing up the budget of firm.

It's important to be able to distinguish between a business plan and marketing plan. Marketing plan is necessary to ensure that all within the company understand how to quickly and effectively achieve business goals, and what it takes to do. Most often this document is confidential and is used internally.

The business plan can be used for the same as a marketing plan, but mostly it is used as a document for external purposes. For example, to obtain a Bank loan, to attract money from foreign investors, to coordinate activities with the shareholders.

Marketing information is the knowledge, the data on any object, an event, process or the phenomenon necessary for preparation and adoption of marketing decisions.

A business plan is a detailed, accurately structured, carefully reasonable, long-term plan of development, which allows to assess the viability of the enterprise in a competitive environment; provides guidance for a better organization of the activity - the development forecast, the development of strategy; describes the rationale for the business ideas.

Marketing plan is necessary to ensure that all within the company understand how to quickly and effectively achieve business goals, and what it takes to do. Most often this document is confidential and is used internally.

The business plan can be used for the same as a marketing plan, but mostly it is used as a document for external purposes. For example, to obtain a Bank loan, to attract money from foreign investors, to coordinate activities with the shareholders.

As practice shows, to open any business, you should first carefully study about it. Then you need to write a business and marketing plan that based on them, an entrepreneur know their mistakes and sought ways to solve them.