

# GROWING YOUR OWN BUSINESS: A WORKBOOK

## EXERCISE 4.3

### SUMMARISING OUTPUT FORMS - III

	Business Plan		
	Text	Evidence	Numbers
Factor 1: Environment			
Factor 2: Market			
Factor 3: Customers			
Factor 4: Direct Competition			
Factor 5: Suppliers			
Factor 6: Promoters / Management Team			
Factor 7: Strategy			
Factor 8: Marketing			
Factor 9: Sales / Promotion / Channels			

	<b>Business Plan</b>		
	<b>Text</b>	<b>Evidence</b>	<b>Numbers</b>
Factor 10: Products / Services			
Factor 11: Process			
Factor 12: Product Development / Innovation			
Factor 13: Human Resources			
Factor 14: Use of Financial Resources			
Factor 15: Financial Performance			
Factor 16: Systems & Administration			
<b>TOTAL</b>			

