

Business Plan 2024-2025 – guidelines Part 1

[Export an existing product (from an industrial company) to a new market]

Part I.1 – Introduction and choice of the new market

1.1.1 **Presentation of the company & product** (1 page)

1.1.2 **Presentation of 2 potential NEW markets** : EU and non-EU (1 page per market)

1.1.3 **Choose one of both and justify your choice** (1 page)

Part I.2 : Initial situation

1.2.1 Balance sheet

- Use the English template available online (simplified)
- Comment the amounts whenever relevant

1.2.2 Income statement

- Use the English template available online
- Comment the amounts whenever relevant

1.2.3 Financial analysis

- Calculate the following ratios : (*See resources and formulas online*)
 - Debt ratio
 - Quick ratio
 - ROE & ROS + explain the result and the difference
 - Working Capital
 - Working Capital requirement
 - Net Cash
- Calculate them for the last 3 years
- Comment each ratio (min. 3 lines)



By 27 October 23:59, email this first part in a Word or PDF format to your teacher (from 1.1 to 2.3 included). This work will be evaluated (part of the final grade)

Please note that the detailed guidelines for Part 2 (Export financial plan) will follow.

Make note of the deadline for part 2 : Sunday 8 December 23:59 !