<u>Business Plan 2025-2026 – guidelines Part 1</u>

[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 <u>2</u> potential NEW markets** : EU and non-EU (*<u>1 page per market</u>*)
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)

<u>By 31 October 23:59, email this first part in a Word or PDF format to your teacher (from 1.1 to1 2.3 included). This work will be evaluated (part of the final grade)</u>

Please note that the detailed guidelines fort Part 2 (Export financial plan) will follow.
Make note of the deadline for part 2 : <u>Saterday 6 December 23:59</u> !