Details of the task You are expected to develop a comprehensive business plan that is aimed at making a business case to potential investors. This will be in the form of an individual submission of a business plan. The start-up can be based anywhere in the world, provided you possess an existing network and speak the language to be able to run a primary research. If in doubt, please make it a UK-based start-up. The startup cannot be a franchise or an existing brand. The Business Plan should include the following: Non- Anonymous cover sheet: This must contain the following: Your name, Module title and code, Assignment title, Your ID number, Name of your seminar tutor, Word Count (the word count minus the title page, contents page, tables/charts, reference list and any appendices) and date of submission. Introduction: An introduction to the assessment and what will be covered with a rationale for setting up new venture – in other words ‘setting the scene’. This approach should underpin your knowledge and understanding of the venture and the environment in which it will operate. The new venture: Critical justification of the features of your new venture, core value proposition and potential IP issues. Validation of the customer pain point: This should be informed by results of your primary research and supported with findings from your secondary research Analysis of the macro environment of your target market - Critical analysis of the target market (profile and behavior), the size of the market, market growth, main competitors (competitor analysis) and other relevant macro factors that would affect your new venture. You are adviced to critically apply a relevant framework like Porter’s Diamond, Porter's five forces and/or PESTEL analysis. Operations plan and Financial plan: This should be a critical approach and it should be logical and well justified Marketing plan: This should be a critical approach to marketing strategy. It should be logical and well justified Conclusions: What conclusions have you drawn from your analysis? Is there a clear justification for how the new venture will take advantage of the opportunities and overcome the barriers/risks identified? What evidence can you provide in support of your conclusion? Would you be prepared to discuss these confidently to investors? References: These must be in the Coventry University Harvard Format. There must be appropriate in-text citations throughout your submission. [NOTE: You must only use credible and validated sources of information for your assignments] The references (both in-text and within the reference list) are not included within the overall word count. Appendices: This should include a copy of your questionnaire and no more than four pages. If there are more than the stipulated four pages those additional pages will not be read. Your response to the brief must show evidence of your ability to research independently relevant data, using appropriate sources and databases, as well as relevant academic literature, to support your arguments. Other information .