**Entrepreneurship and Innovation Education Unit**

**The Education University of Hong Kong Library**

**EI Marketpalce**

**Business Plan Template**

Please submit your Business Plan to <https://eduhk.au1.qualtrics.com/jfe/form/SV_9mHZHDBqo01RHh4> on or before **23 Oct 2022**.

|  |
| --- |
| **Section 1: Team/ Personal Information** |
| **Team/ Personal Information:**   |  |  |  | | --- | --- | --- | | **Role** | **Full Name in English** | **Student ID** | | Individual Participant / Group Leader |  |  | | Group Member |  |  | | Group Member |  |  | | Group Member |  |  | | Group Member |  |  | | Group Member |  |  | |
| **Section 2: Products and Services**  **Please provide nature or features of product(s) for sale and/or service(s) to be provided at the EI Marketplace and their price range (in English or Chinese, please use separate sheets if necessary):** |
| **Section 3: Choice of Target Customers and Marketing Strategy**  **Please provide a brief introduction of your targeted customers and the reasons why you choose them:** |
| **Please provide pricing and promotion strategies for selling your product(s) or service(s):**  *Tips of focus areas: targeted customers, market positioning, your potential competitors in the EI Marketplace, etc.* |
| **Section 4: Operation Plan** |
| **Suppliers – please explain how you will source your products/raw materials:** |
| **Logistics arrangement for selling in the EI Marketplace – e.g. storage, move-in and move-out of goods, staff deployment, etc.:** |
| **Risk management – contingency plan for unexpected situations, such as poor sales results and other uncontrollable situations:** |
| **Section 5: Finance** |
| **Capital formation – anticipated investment amount and its source(s):** |
| **Anticipated expenditure – please provide breakdown of anticipated expenditure in areas such as purchasing products, transportation, decoration of point of sale, etc.:** |
| **Anticipated income – please provide a breakdown of anticipated income from the product(s)/ service(s) sold:** |
| **Section 6: Reflection of the Planning Process** |
| **Please share your difficulties and learnings from preparing this business plan.**  *Maximum 300 words* |