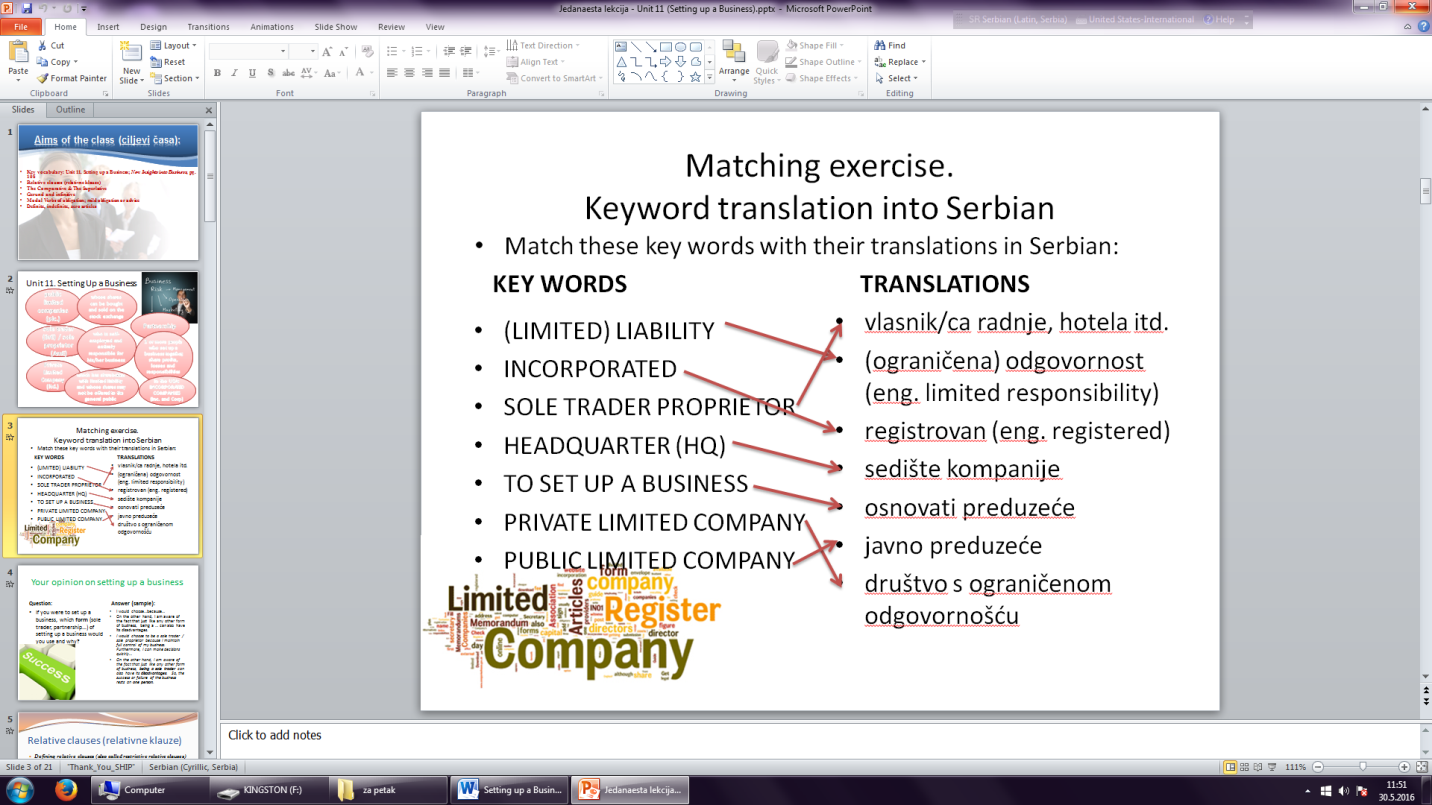
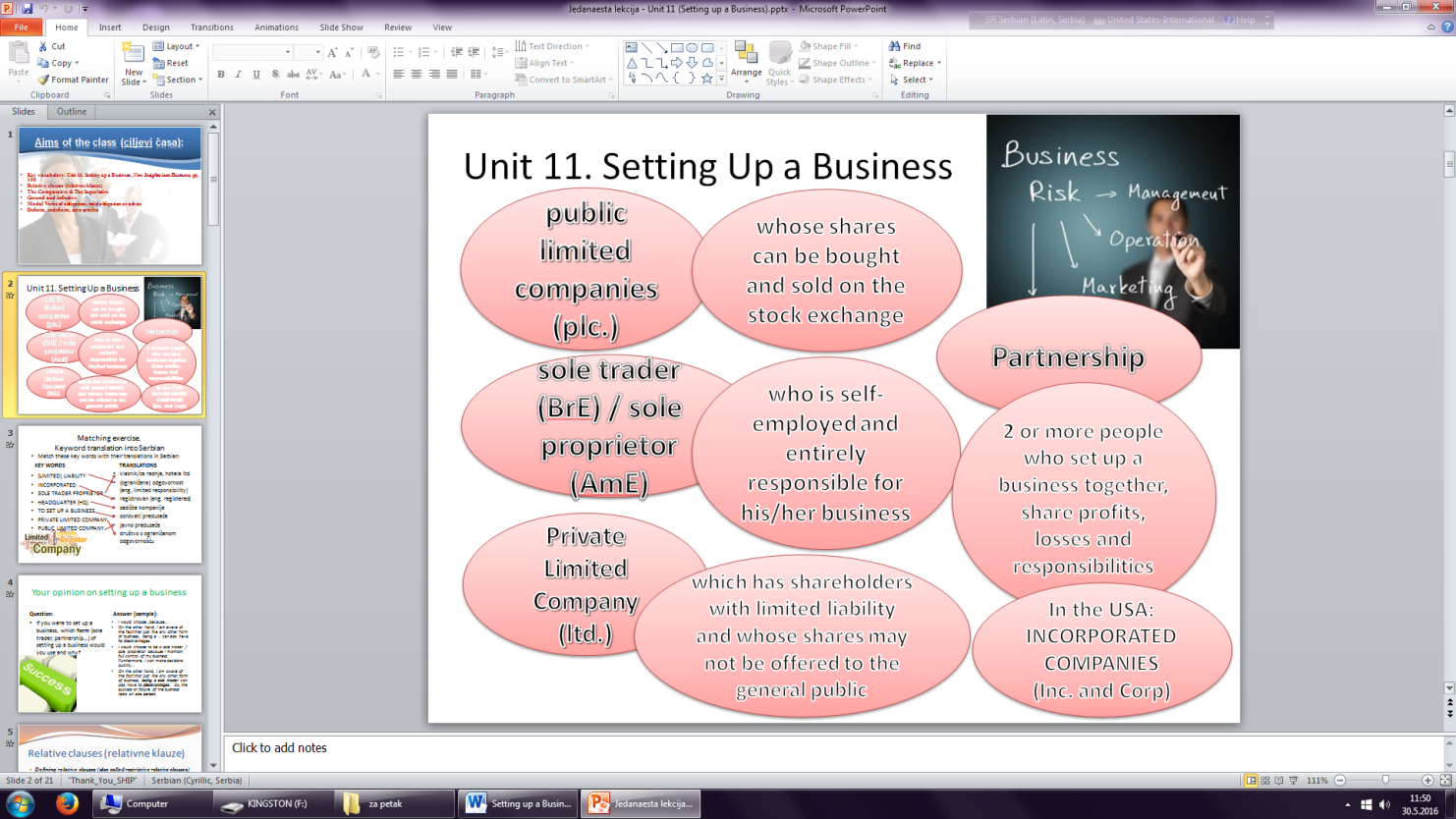
**Writing a business plan**

**(Unit 11. Setting up a Business)**



**Business plan is a written report that states what a company aims to do to increase sales, develop new products, etc. within a certain period, and how it will obtain the necessary finances and resources.**

**Biznis plan je pisani izveštaj koji pokazuje šta neka kompanija treba da uradi ciljano kako bi povećala prodaju, razvila nove proizvode itd. kroz određeni vremenski period, i kako će dobiti neophodne izvore finansiranja.**

Work in small groups. You have decided **to set up** your own business together and have approached the bank for a loan. They have asked you to prepare a business plan. Decide what type of business you are going to set up, then write your business plan. Use the following presentation as a model.

Radite u manjim grupama (max. 3 studenta). Odlučili ste da **osnujete posao** zajedno i kontaktirali ste banku povodom zajma. Od vas se zahteva da napravite biznis plan. Odlučite koju vrstu posla ćete započeti, a potom napišite biznis plan. Koristite strukturu datu ispod kao model.

**Below is the selection of keywords translated into Serbian.**

**Ispod su dati prevodi ključnih reči.**

**WRITING A BUSINESS PLAN – YOUR PATH TO BUSINESS SUCCESS**

**STRUKTURA POSLOVNOG PLANA**

**1. Details of the businesses**

Name of business

Form of business (sole proprietor (self-employed), partnership))

**2. Personal details**

Your relevant work experience

**3. Personnel**

Number of employees

**4. Product / service**

Description (in short)

**5. Market**

Describe your market (in short)

Describe your target audience (target consumer)

Is your market on the rise or in decline?

Who are the main competitors?

What are the advantages of your product or service over the competition?

**6. Marketing**

What sort of marketing or advertising do you intend to do?

**7. Offices / machinery / vehicles**

Where do you intend to locate the business and why?

What machinery /vehicles do you need?

**8. What objectives (aims) or plans do you have for the business?**

**The selection of keywords translated into Serbian.**

**business plan – biznis plan**

**sales – prodaja**

**finances – finansije**

**resources – izvori (finansiranja)**

**sole proprietor – (samostalni) preduzetnik**

**partnership – partnerstvo**

**to set up a business – osnovati preduzeće**

**loan – zajam**

**personnel – osoblje**

**employee – zaposleni**

**market – tržište**

**target consumer – ciljni kupac/potrošač**

**on the rise – u porastu**

**in decline – u opadanju, u padu**

**competitors – konkurenti**

**competition - konkurencija**

**advantage – prednost**

**advertising – reklamiranje, oglašavanje**

**machinery /vehicles – mašinerija, vozila**

**objectives, aims – ciljevi**