

BPP-BIZ PLAN POWER INNOVATIVE TEMPLATE CANVAS FOR BUSINESS



BPP-BIZ PLAN POWER
INNOVATIVE TEMPLATE
CANVAS FOR BUSINESS

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DITERBITKAN OLEH



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Editorial Board.

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**BPP-BIZ PLAN POWER
INNOVATIVE TEMPLATE CANVAS FOR BUSINESS**

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PREFACE

To the Entrepreneur

BPP-Biz Plan Power will take you on an exciting journey into the world of opportunities open to you as an entrepreneur. More than a technical “how-to” manual, it is easy and fast to do. BPP-Biz Plan Power is an interactive tool that allows you to assume the entrepreneur’s role and create a plan for a new business from concept to success.

The trip begins when you conceive of an idea for a new product, service, retail store, restaurant, and many more. Then, with you in the driver’s seat, you will make decisions regarding a name for the company, how it will be marketed, a desirable location, and what equipment and costing are needed to make your dream a reality. You will outline ways to bring consumers through your door using marketing strategies. Let’s go explore a new business plan one-page template now and get it on Playstore for mobile apps for more interactive discovery.

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1. INTRODUCTION OF BPP-BIZ PLAN POWER AN INNOVATIVE ONE-PAGE TEMPLATE FOR BUSINESS START-UP

BPP-Biz Plan Power is strategic management and a lean start-up template to develop new or document existing business plan models. It is a visual chart with elements that reflect a firm or product idea or business strategy.

Based on this innovation, the Biz Plan Power (BPP) is mainly designed for those who are planning to start a business and enter into a new venture. This will be very helpful for them for their start-ups. The new elements in one-page business plan templates in 9 segments are including, a business overview, problem & solution, marketing plan, market analysis, cost structure, funding, revenue, key metrics, and timeline. Getting started with a business with enough basic strategies will help new entrepreneurs to develop and adapt to the market easily.

1. INTRODUCTION OF BPP-BIZ PLAN POWER AN INNOVATIVE ONE-PAGE TEMPLATE FOR BUSINESS START-UP

The specialty of the BPP innovation canvas is tried to identify what are the business idea and strategy, competitor analysis, and reflection of the business to the consumer together with the mission and vision of the business. Users can accelerate the best strategies to provide basic information for their new enterprises or existing ventures to be realigned. This proposed BPP can implement in all types of business in a very easy, understanding, and applicable way.

The BPP innovation canvas contributes to the new era of entrepreneurship dimension, for researchers and also educators as players that involve design and market realities. For educators, the innovation canvas is a teaching tool for design and entrepreneurship courses in a business plan that integrates technical and market content. In design courses, the canvas can improve product and service development by including business and market issues in the development process. In the entrepreneurship courses, the canvas can improve business model generation by incorporating high-level design themes as integral components of the venture vision. Let's get it on at Google Play platform, BPP, and Biz Plan Power.

2. HOW DO YOU PROGRESS FROM THE IDEA OF A BUSINESS PLAN TO A BUSINESS MODEL INTO BPP-BIZ PLAN POWER?

The business model describes how an organization creates, delivers, and captures value rationally. It's simple, relevant, and easy to understand intuitively.

In short, BPP-Biz Plan Model collects all recipes for how the company intends to make their income, and should also include the nine major segments including, a business overview, problem & solution, marketing plan, market analysis, cost structure, funding, revenue, key metrics, and timeline.

3. TRADITIONAL BUSINESS PLAN TEMPLATE

A good business plan guides everyone through each stage of starting and managing their business. May use your business plan as a roadmap for how to structure, run, and grow your new business. It's a way to think through the key elements of your business.

Business plans can help entrepreneurs get funding or bring on new business partners. Investors want to feel confident they will see a return on their investment.

There's no right or wrong way to write a business plan. What's important is that your plan meets your needs. Most business plans fall into one of two common categories: traditional or lean startup. Traditional business plans are more common, use a standard structure, and encourage you to go into detail in each section. They tend to require more work upfront and can be dozens of pages long.

3. TRADITIONAL BUSINESS PLAN TEMPLATE

Lean startup business plans are less common but still use a standard structure. They focus on summarizing only the most important points of the key elements of your plan. They can take as little as one hour to make and are typically only one page.

The goal of developing the innovation canvas has been to create a tool to develop successful product designs and a business model in a framework that integrates design and a market theme, solve customer need and want, and also encourages innovation. However, it more closely represents the process as it occurs in practice.

3. TRADITIONAL BUSINESS PLAN TEMPLATE

In addition, the canvas should provide benefits for educators or practitioners in design or entrepreneurship fields. Specifically, it provides a means to help both novice and expert designers and entrepreneurs organize, communicate, refine, and reflect on their ideas. The canvas also provides a means of design-thinking documentation in which comparisons between initial, mid, and final versions of the canvas could be used to assess student learning.

The prototype version of the innovation canvas is shown in figure 1 below and is available online (mobile apps system; download through an android app on Google Play) for educators and practitioners to test, evaluate, and provide feedback.

4. INNOVATION BUSINESS PLAN TEMPLATE

BPP-BIZ PLAN POWER-ONE-PAGE
BUSINESS PLAN TEMPLATE

LEAN TEMPLATE

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1–2 SENTENCES MAX PER RESPONSE			
COMPANY NAME:			
BUSINESS OVERVIEW	INDUSTRY OVERVIEW	1	
	PRODUCT/SERVICE OFFERING	2	
	TARGET MARKET/CUSTOMER SEGMENTS	3	
PROBLEM & SOLUTION	DEFINE CUSTOMER PROBLEM	4	
	DEFINE SOLUTION PROVIDED	5	
MARKETING PLAN	CHANNELS & STRATEGY TO REACH CUSTOMER SEGMENTS	6	
	UNIQUE VALUE PROPOSITION (UVP)	7	
MARKET ANALYSIS	COMPETITORS	8	
	COMPETITIVE ADVANTAGE	9	
COST STRUCTURE	INITIAL OUTLAY/START-UP COST	10	
	FIXED & VARIABLE COST	11	
FUNDING	OWN SAVINGS	12	
	PARTNERSHIP/LOAN/CAPITAL MARKET	13	
REVENUE	PRICING STRATEGIES	14	
	INCOME STREAMS/PROFIT MARGIN	15	
KEY METRICS	SUCCESS PERFORMANCE METRIC 1	16	
	SUCCESS PERFORMANCE METRIC 2	17	
TIMELINE	START DATE	18	
	END DATE	19	

FIGURE 1: THE INNOVATION OF BPP-BIZ PLAN POWER ONE-PAGE TEMPLATE CANVAS
 COPYRIGHT RESERVED (LY2023W00209)

5. BPP-BIZ PLAN POWER-ONE-PAGE BUSINESS PLAN TEMPLATE DETAILS EXPLAIN IN EACH SEGMENT

BPP-BIZ PLAN POWER-ONE-PAGE BUSINESS
PLAN TEMPLATE

DETAILS EXPLAIN IN EACH SEGMENT

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1–2 SENTENCES MAX PER RESPONSE

COMPANY NAME:


BUSINESS OVERVIEW	INDUSTRY OVERVIEW	1	Basic information about an industry of interest
	PRODUCT/SERVICE OFFERING	2	What are products or services presented to the market?
	TARGET MARKET/CUSTOMER SEGMENTS	3	A particular group of customers is aimed
PROBLEM & SOLUTION	DEFINE CUSTOMER PROBLEM	4	Outlines problems that your customer face
	DEFINE SOLUTION PROVIDED	5	An action or process of solving a customer's problem
MARKETING PLAN	CHANNELS & STRATEGY TO REACH CUSTOMER SEGMENTS	6	A plan for moving a product or service through the chain of commerce to the end customer
	UNIQUE VALUE PROPOSITION (UVP)	7	A clear statement that describes the benefit of your offer and how you solve your customer's needs
MARKET ANALYSIS	COMPETITORS	8	Identify who competes against your business
	COMPETITIVE ADVANTAGE	9	What makes a customer choose your business over another one
COST STRUCTURE	INITIAL OUTLAY/START-UP COST	10	The initial investment needed in order to begin your business
	FIXED & VARIABLE COST	11	List the both costs and amount involved
FUNDING	OWN SAVINGS	12	Personal savings in current condition
	PARTNERSHIP/LOAN/CAPITAL MARKET	13	Another choice of funding is needed
REVENUE	PRICING STRATEGIES	14	Determine the price companies set for the products or services
	INCOME STREAMS/PROFIT MARGIN	15	Expected the sum of money in net income from the business
KEY METRICS	SUCCESS PERFORMANCE METRIC 1	16	To determine the success of the business, often using key performance indicators (KPIs), eg: Gross profit margin
	SUCCESS PERFORMANCE METRIC 2	17	To determine the success of the business, often using key performance indicators (KPIs), eg: Return on investment (ROI)
TIMELINE	START DATE	18	The planned date to start the business
	END DATE	19	The planned date to execute the business

**FIGURE 1: THE INNOVATION OF BPP-BIZ PLAN POWER ONE-PAGE TEMPLATE CANVAS
COPYRIGHT RESERVED (LY2023W00209)**



Based this innovation, the BPP-Biz Plan Power is mainly designed for those who are planning to start a business and enter into new venture. This will be very helpful for them for their start-ups. All with new elements are including, a business overview, problem & solution, marketing plan, market analysis, cost structure, funding, revenue, key metrics, and timeline. Getting started to a business with enough basic strategies will help the new entrepreneurs to develop and adapt into the market easily.

The specialty of BPP-Biz Plan Power innovation canvas is tried to identify what are the business idea and strategy, competitor analysis and reflection of the business to the consumer together with the mission and vision of the business. Users can choose the best strategies to provide basic information for their new enterprises or existing ventures to be realign. This proposed BPP-Biz Plan Power can implement to all types of business in a very easy, understanding and applicable way.



The innovation canvas contributes to the new era of entrepreneurship dimension, for researchers and also educators as players that involve design and market realities. For educators, the innovation canvas is a teaching tool for design and entrepreneurship courses that integrates technical and market content.

In design courses, the canvas can improve product and service development by including business and market issues in the development process. In the entrepreneurship courses, the canvas can improve business model generation by incorporating high-level design themes as integral components of the venture vision.

SEGMENT 1: BUSINESS OVERVIEW

Business Overview works together seamlessly to establish your business as relevant, innovative, and customer-focused.

- The Industry Overview sets the stage by identifying opportunities for growth or disruption in major area or field in industry, an example; the food and beverage industry.
- The Product or Service Offering demonstrates how your business capitalizes on these opportunities.
- The Target Market ensures that your solution is directed toward the right audience, with a deep understanding of their needs and preferences.

SEGMENT 2: PROBLEM & SOLUTION

Problem and Solution

1. Create a Narrative:

- Show a cause-and-effect relationship between the problem and the solution.
- Present your business as the ideal bridge between the customer's pain point and desired outcome.

2. Use Data and Evidence:

- Use statistics, customer feedback, or surveys to validate the existence of the problem.
- Provide proof that your solution works (e.g., prototypes, testimonials, or case studies).

3. Focus on Simplicity:

- Make your explanation easy to understand for a general audience.
- Avoid jargon and overly technical language unless it's necessary and your audience will understand it.

SEGMENT 3: MARKETING PLAN

In marketing plan, the best action in summary of doing this things:

Channels, Strategy, and UVP Work Together

- Your UVP defines the message and key value you want to communicate.
- Your channels determine where and how this message reaches your audience.
- Your strategy ensures that the message is presented effectively to attract, engage, and convert your target segments.

SEGMENT 4: MARKET ANALYSIS

Competitors and Competitive Advantage Work Together:

1. Competitor Analysis provides the foundation for understanding the market, uncovering gaps, and identifying opportunities.
2. Competitive Advantage leverages this knowledge to position your business uniquely, highlighting what makes you stand out and why customers should choose you over others.

SEGMENT 5: COST STRUCTURE

How The Cost Structure Work Together:

1. Initial Outlay: Determines the one-time upfront investment needed to start your business.
2. Fixed Costs: Reflect the baseline expenses your business must cover monthly, regardless of sales.
3. Variable Costs: Scale up or down depending on production or sales volume, directly affecting profitability.

Planning Your Cost Structure:

- Be Realistic: Research industry standards and calculate accurate estimates.
- Categorize Clearly: Separate fixed and variable costs to evaluate your breakeven point.
- Plan for Contingencies: Include a buffer for unexpected expenses, especially during the startup phase.
- Track Regularly: Continuously monitor and adjust costs as your business grows or pivots.

SEGMENT 6: FUNDING

Funding in a Business Plan:

The Funding section outlines how your business will secure the financial resources required to cover startup costs, operational expenses, and future growth. It is crucial to identify potential sources of funding and explain how you intend to use the funds.

Here's an explanation of different funding sources, including own savings, partnerships, loans, and capital markets:

1. Own Savings

This is the most straightforward and often the initial source of funding for many entrepreneurs. It involves using your personal savings or assets to finance the business.

2. Partnership

A partnership involves joining forces with one or more individuals who invest capital into the business in exchange for equity or shared ownership.

SEGMENT 6: FUNDING

3. Loans

Loans are a common method of funding where you borrow money from a financial institution, family, or friends and agree to repay it with interest over time.

4. Capital Markets (Equity Financing)

The capital market involves raising funds by selling equity (ownership shares) in your business. This can be done privately (angel investors, venture capital) or publicly (IPO).

SEGMENT 7: REVENUE

Revenue in a Business Plan:

The Revenue section explains how your business will generate income, detailing your pricing strategies, income streams, and profit margins. This is vital for forecasting profitability and understanding how your business will sustain itself and grow.

1. Pricing Strategies

Your pricing strategy determines how you price your product or service to maximize revenue, attract customers, and stay competitive. A well-designed pricing strategy balances costs, customer demand, and competitors' pricing.

2. Income Streams

Income streams refer to the various ways your business generates revenue. Most businesses rely on more than one income stream to diversify their earnings and reduce risk.

SEGMENT 7: REVENUE

3. Profit Margin

Profit margin is a measure of profitability and indicates how much of your revenue is retained as profit after covering costs.

Improving Profit Margins:

- Optimize pricing strategies to increase revenue without deterring customers.
- Reduce production or operational costs.
- Focus on higher-margin products or services.
- Increase efficiency through technology or streamlined processes.

SEGMENT 7: REVENUE

How Pricing Strategies, Income Streams, and Profit Margins Work Together:

- Pricing Strategies influence how you position your product or service in the market and directly affect your revenue and profitability.
- Income Streams ensure diversification, making the business less vulnerable to fluctuations in a single source of revenue.
- Profit Margins help measure the efficiency of your operations and guide strategic decisions for improving profitability.

SEGMENT 8: KEY METRICS

Key Metrics of Success:

Key Metrics of Success are measurable indicators used to evaluate the performance and growth of your business. These metrics help you monitor progress toward your goals, identify areas for improvement, and demonstrate success to stakeholders, such as investors or partners.

Let's break this into Success Performance Metric 1 and Success Performance Metric 2, providing examples and insights on how to define them.

SEGMENT 8: KEY METRICS

1. Success Performance Metric 1: Revenue-Driven Metric

This metric measures how well your business is achieving its financial goals. Common revenue-driven metrics include sales growth, customer acquisition, or monthly recurring revenue (MRR).

Example: Sales Growth

- Definition: Tracks the percentage increase in sales over a specific period.
- Why It's Important: Shows how effectively your business is attracting customers and generating income.

Example Application (Sales Growth):

- Target: Achieve a 20% increase in monthly sales within the first 6 months.
- Strategy: Launch targeted marketing campaigns, introduce new products, and optimize the sales funnel.

SEGMENT 8: KEY METRICS

Other Revenue-Driven Metrics:

- Monthly Recurring Revenue (MRR): Tracks predictable monthly income, common in subscription-based businesses.
- Customer Lifetime Value (CLV): Measures the total revenue a business can expect from a single customer.
- Average Revenue Per User (ARPU): Evaluates the average income generated per customer over a specific period.

SEGMENT 8: KEY METRICS

2. Success Performance Metric 2: Customer-Driven Metric

This metric focuses on customer satisfaction, retention, and engagement. A customer-driven metric ensures you're building a loyal customer base that supports long-term growth.

Example: Customer Retention Rate

- **Definition:** Measures the percentage of customers who continue to engage with your business over time.
- **Why It's Important:** Retaining existing customers is more cost-effective than acquiring new ones. High retention rates indicate customer satisfaction and loyalty.

Example Application (Customer Retention Rate):

- **Target:** Retain 80% of customers within the first year.
- **Strategy:** Implement loyalty programs, provide excellent customer support, and collect feedback to improve offerings.

SEGMENT 8: KEY METRICS

How These Metrics Complement Each Other:

1. Revenue-Driven Metrics (e.g., Sales Growth) focus on financial performance and indicate whether your business is generating enough income to sustain and grow.
2. Customer-Driven Metrics (e.g., Retention Rate) reflect customer satisfaction and loyalty, which directly influence repeat business and long-term profitability.

By combining these two metrics, you can achieve a comprehensive view of your business's success. For example:

- High sales growth paired with high retention rates shows that you're not only acquiring new customers but also keeping them engaged.
- Conversely, if sales growth is high but retention is low, you may need to focus on improving customer satisfaction and loyalty.

SEGMENT 8: KEY METRICS

Example Summary for a Business Plan

- Success Performance Metric 1 (Sales Growth):
 - Goal: Increase monthly sales by 15% within the first year.
 - Measurement: Track total revenue growth through online sales and in-store purchases.
- Success Performance Metric 2 (Customer Retention Rate):
 - Goal: Retain 75% of customers within the first 12 months.
 - Measurement: Monitor repeat purchases, loyalty program participation, and feedback surveys.

SEGMENT 9: TIMELINE

The Timeline in a Business Plan:

The Timeline section in a business plan outlines the key milestones and the duration for achieving specific goals, including the start date and end date of the plan.

It provides a clear roadmap for executing the business strategy, ensuring accountability and structured progress.

Let's break down the timeline into the start date and end date components:

SEGMENT 9: TIMELINE

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Let's break down the timeline into the start date and end date components:

SEGMENT 9: TIMELINE

1. Start Date

The start date marks when you will begin implementing the business plan. It is essential to identify when key activities, such as launching the product, commencing operations, or marketing efforts, will start.

What to Consider for the Start Date:

- **Readiness:** Ensure all prerequisites, like funding, permits, staff recruitment, and supplier contracts, are in place.
- **Market Conditions:** Choose a time that aligns with market demand (e.g., seasonal businesses might launch before peak seasons).
- **Preparation:** Allow time to test products/services and finalize operational setups.

Examples:

- For a retail business: "The official launch will be on March 1, 2025, after completing store setup and initial inventory procurement in February."
- For a tech startup: "The beta version of the software will be launched on June 15, 2025, after completing product development and testing in May."

SEGMENT 9: TIMELINE

2. End Date

The end date defines the timeline for achieving the business plan's goals or transitioning to the next phase. It acts as a marker for reviewing progress and determining the success of the plan.

What to Consider for the End Date:

- **Project Scope:** Define how long you'll need to meet key objectives like profitability, market expansion, or reaching a revenue target.
- **Review Cycle:** Choose an end date that allows sufficient time to measure outcomes but remains realistic and focused (e.g., 1–3 years for short-term plans).
- **Flexibility:** Ensure some flexibility to adjust timelines based on unforeseen challenges or opportunities.

Examples:

- For a one-year business plan: "The end date of the plan is February 28, 2026, with a goal to achieve RM 250,000 in revenue and a 10% market share by this time."
- For a phased project: "This plan concludes on December 31, 2025, marking the completion of Phase 1. Phase 2 will begin in January 2026, focusing on scaling operations."

SEGMENT 9: TIMELINE

How Start and End Dates Work Together:

The start and end dates create a timeframe for the business plan, ensuring all activities are well-coordinated and achievable within a specific period. They also serve as anchors for tracking progress and making adjustments if necessary.

Example Timeline Overview in a Business Plan:

1. Start Date: March 1, 2025

- Launch online marketing campaigns.
- Begin hiring team members.
- Finalize contracts with suppliers.

2. End Date: February 28, 2026

- Achieve revenue target of RM 500,000.
- Secure a customer retention rate of 75%.
- Expand product line based on customer feedback.

SEGMENT 9: TIMELINE

Why the Timeline Matters

- **Accountability:** Provides a clear schedule for achieving objectives and ensures all team members stay aligned.
- **Goal Setting:** Breaks down large goals into manageable steps with deadlines.
- **Performance Measurement:** Helps track progress and identify delays or areas needing improvement.

6. INNOVATION BPP-BIZ PLAN POWER_HOW IT WORK?



BPP-Biz Plan Power One-Page Template Canvas – A guideline to help young entrepreneurs start up new businesses.



BPP-Biz Plan Power Mobile Apps – are aimed at expanding the business plan model canvas tool kits into the world and to get many followers and users using these BPP-Biz Plan Power.



Virtual Reality (VR) Business Tour - the link to Orbit 360 database pictures of selected companies that are involved in BPP-Biz Plan Power support teams. It's easy for to entrepreneurs see all around business premises in their mind as real examples.



Mug, button badge, and sticker – apparel in BPP kits.

7. WHY USE THE BPP-BIZ PLAN POWER?

a) VISUAL THINKING

The tool allows for easy visual representation for decision-makers to ponder upon. The tool provides a neat breakdown of the major considerations impacting the business and also makes clear the direction the organization is taking through its business model.

b) LITERATE QUICKLY

If a poster-size of the canvas printout is taken, it can be used in combination with sticky notes for executives to evaluate current and potential tweaks in the business model and their impact.

c) GRASP THE RELATIONSHIP BETWEEN OF 9 SEGMENTS BLOCKS

The business plan template canvas allows the executive team to understand how the 9 building blocks relate to each other and the different ways this relationship can be changed to increase efficiency or effectiveness. An opportunity or innovation can be spotted through the use of this tool.

d) EASY TO CIRCULATE

The tool allows easy access and sharing. Pictures of the completed canvas or simply physically passing it around so people can grasp its gist as well as add to it, if need be, make the template canvas a very portable and convenient tool.

8. EXAMPLE OF A LOCALLY SELECTED COMPANY IMPLEMENTING THE BUSINESS PLAN MODEL INTO THEIR BUSINESS

Nowadays, in Malaysia, new ventures mostly turn to using a traditional business plan template. It took a long time to finish it. Now, by using the new template which is the BPP-Biz Plan Power is more easy, fast, and getting more powerful instead of venturing the business ideas.

From our short survey, we did an observation and a structured interview with the local business owner in several areas of business. Some sort of them from food and beverages companies, services, advertising, the founder of their products, and the broadcasting industry. However, they found on this one-page template of BPP-Biz Plan Power presents the best solutions to pursue the business plan to anyone in business reality.

Check it out the original YouTube video by business owner's that using and consent of use the Biz Plan Power template, or may go to our sites link below.

YOUTUBE: Biz Plan Power

<https://www.youtube.com/channel/UCfv0clcFrG3ZvKOpYxey1Ag>

<https://www.youtube.com/@bizplanpower>

SITES:

<https://sites.google.com/view/bizplanpower>



YOUTUBE: Biz Plan Power

**[https://www.youtube.com/watch?
v=D26pUvy9xGU](https://www.youtube.com/watch?v=D26pUvy9xGU)**

Testimonial Mahfudz Training

Company: Training Provider & Services



YOUTUBE: Biz Plan Power

**[https://www.youtube.com/watch?
v=y6zO5mFFSSg](https://www.youtube.com/watch?v=y6zO5mFFSSg)**

Testimonial Barb Legacy Sdn Bhd

Company: Training & Consultation

YOUTUBE: Biz Plan Power

**[https://www.youtube.com/watch?
v=nPLC4Hvljgk](https://www.youtube.com/watch?v=nPLC4Hvljgk)**

Testimonial Pak Tam Bakery

Company: Bakery & Confectionary

YOUTUBE: Biz Plan Power

**[https://www.youtube.com/watch?
v=Ut0CteqF7V0](https://www.youtube.com/watch?v=Ut0CteqF7V0)**

Testimonial Biorich Sdn Bhd

**Company: Manufacturer & Product
Development (OEM)**



YOUTUBE: Biz Plan Power

**[https://www.youtube.com/watch?
v=XJ3m3Pzn7IU](https://www.youtube.com/watch?v=XJ3m3Pzn7IU)**

Testimonial Noufa Group Sdn Bhd

Company: Skincare Product

YOUTUBE: Biz Plan Power


https://www.youtube.com/watch?v=TqljfqWJ_Oc

Testimonial IB Media Consultant

Company: Services

9. EXERCISES

The BPP-Biz Plan Power is a canvas that creates a complete overview of your strategy, the products you should offer, the people you should focus on, the paths you should take, and the resources you should use to make your business idea as successful as possible.



By using the template, taking the time to sketch out your business plan model and explore it in detail enables you to identify its advantages and drawbacks so that you can make an informed decision about whether or not to commit resources to take it forward.

1-2 SENTENCES MAX PER RESPONSE			
COMPANY NAME:			
BUSINESS OVERVIEW	INDUSTRY OVERVIEW	1	
	PRODUCT/SERVICE OFFERING	2	
	TARGET MARKET/CUSTOMER SEGMENTS	3	
PROBLEM & SOLUTION	DEFINE CUSTOMER PROBLEM	4	
	DEFINE SOLUTION PROVIDED	5	
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KEY METRICS	SUCCESS PERFORMANCE METRIC 1	16	
	SUCCESS PERFORMANCE METRIC 2	17	
TIMELINE	START DATE	18	
	END DATE	19	

FIGURE 1: THE INNOVATION OF BPP-BIZ PLAN POWER ONE-PAGE TEMPLATE CANVAS

EXERCISES

EXERCISE-1:

MAX PRO HOME CLEANING ENTERPRISE

1-2 SENTENCES MAX PER RESPONSE

COMPANY NAME: MAX PRO HOME CLEANING ENTERPRISE

BUSINESS OVERVIEW	INDUSTRY OVERVIEW	1	HOME MOBILE CLEANING SERVICES
	PRODUCT/SERVICE OFFERING	2	HOME CLEANING (INDOOR & OUTDOOR)
	TARGET MARKET/CUSTOMER SEGMENTS	3	RESIDENTIAL AREAS INCLUDING NON-URBAN RESIDENT
PROBLEM & SOLUTION	DEFINE CUSTOMER PROBLEM	4	FAMILY WORKING, DON'T HAVE TIME TO CLEAN THEIR HOUSE
	DEFINE SOLUTION PROVIDED	5	SUPPORT SYSTEM IN FAMILY HOME CLEANING
MARKETING PLAN	CHANNELS & STRATEGY TO REACH CUSTOMER SEGMENTS	6	DIGITAL MARKETING THROUGH FACEBOOK, INSTAGRAM, TIKTOK, AND WEBSITE, WHATSAPP BUSINESS
	UNIQUE VALUE PROPOSITION (UVP)	7	PACKAGE OFFER INCLUDES FREE FOR 5 TIMES SUBSCRIPTION AND USING PREMIUM DETERGENT FOR FLOOR CLEANING TO AVOID BACTERIA INFECTION.
MARKET ANALYSIS	COMPETITORS	8	LOCATED IN SHAH ALAM, KUALA LUMPUR, FOUNDED 5 CURRENT PROVIDERS OF COMPETITORS IN CLEANING SERVICES
	COMPETITIVE ADVANTAGE	9	FRIENDLY USER WITH MINIMAL PRICE CHARGE
COST STRUCTURE	INITIAL OUTLAY/START-UP COST	10	ESTIMATE AROUND RM 10,000
	FIXED & VARIABLE COST	11	FIXED: RM 5,000 AND VARIABLE: RM 7,000
FUNDING	OWN SAVINGS	12	USE MY OWN SAVINGS AT RM 10,000
	PARTNERSHIP/LOAN/CAPITAL MARKET	13	BALANCE FUNDING BY MY PARTNER
REVENUE	PRICING STRATEGIES	14	ALWAYS LOW PRICES CHARGE TO MAKE SURE CUSTOMERS AWARE OF US IN THE MARKET
	INCOME STREAMS/PROFIT MARGIN	15	THE MARGIN IS ESTIMATED AT 65% FOR THE EARLY STAGES AND YEARLY AROUND RM 300,000
KEY METRICS	SUCCESS PERFORMANCE METRIC 1	16	GROSS PROFIT MARGIN TARGET AS AT 70% NET SALES OF THE COST OF GOODS SALES
	SUCCESS PERFORMANCE METRIC 2	17	THIS BUSINESS WAS TARGETED TO ACHIEVE ROI AT 18 MONTHS OF BUSINESS RUNNING
TIMELINE	START DATE	18	BUSINESS SET-UP FOR 2-3 MONTHS, ON APRIL-JUN 2023
	END DATE	19	FULL RUNNING TIME ON MID-YEAR 2023 IN JULY

EXERCISES

EXERCISE-2:

TRANSFORM YOUR BUSINESS PLAN IDEA INTO:

CATERING AND RESTAURANT IN FOOD AND BEVERAGE INDUSTRY.

1-2 SENTENCES MAX PER RESPONSE

COMPANY NAME:

BUSINESS OVERVIEW	INDUSTRY OVERVIEW	1	
	PRODUCT/SERVICE OFFERING	2	
	TARGET MARKET/CUSTOMER SEGMENTS	3	
PROBLEM & SOLUTION	DEFINE CUSTOMER PROBLEM	4	
	DEFINE SOLUTION PROVIDED	5	
MARKETING PLAN	CHANNELS & STRATEGY TO REACH CUSTOMER SEGMENTS	6	
	UNIQUE VALUE PROPOSITION (UVP)	7	
MARKET ANALYSIS	COMPETITORS	8	
	COMPETITIVE ADVANTAGE	9	
COST STRUCTURE	INITIAL OUTLAY/START-UP COST	10	
	FIXED & VARIABLE COST	11	
FUNDING	OWN SAVINGS	12	
	PARTNERSHIP/LOAN/CAPITAL MARKET	13	
REVENUE	PRICING STRATEGIES	14	
	INCOME STREAMS/PROFIT MARGIN	15	
KEY METRICS	SUCCESS PERFORMANCE METRIC 1	16	
	SUCCESS PERFORMANCE METRIC 2	17	
TIMELINE	START DATE	18	
	END DATE	19	

EXERCISES

EXERCISE-3:

NEXT, TRANSFORM YOUR BUSINESS PLAN
IDEA INTO:

COFFEE BREW, BARISTA & BUN RESTAURANT

1-2 SENTENCES MAX PER RESPONSE

COMPANY NAME:

BUSINESS OVERVIEW	INDUSTRY OVERVIEW	1	
	PRODUCT/SERVICE OFFERING	2	
	TARGET MARKET/CUSTOMER SEGMENTS	3	
PROBLEM & SOLUTION	DEFINE CUSTOMER PROBLEM	4	
	DEFINE SOLUTION PROVIDED	5	
MARKETING PLAN	CHANNELS & STRATEGY TO REACH CUSTOMER SEGMENTS	6	
	UNIQUE VALUE PROPOSITION (UVP)	7	
MARKET ANALYSIS	COMPETITORS	8	
	COMPETITIVE ADVANTAGE	9	
COST STRUCTURE	INITIAL OUTLAY/START-UP COST	10	
	FIXED & VARIABLE COST	11	
FUNDING	OWN SAVINGS	12	
	PARTNERSHIP/LOAN/CAPITAL MARKET	13	
REVENUE	PRICING STRATEGIES	14	
	INCOME STREAMS/PROFIT MARGIN	15	
KEY METRICS	SUCCESS PERFORMANCE METRIC 1	16	
	SUCCESS PERFORMANCE METRIC 2	17	
TIMELINE	START DATE	18	
	END DATE	19	

10. SAMPLES

HOSPITALITY

SAMPLES:

NEXT, TRANSFORM YOUR BUSINESS PLAN
IDEA INTO:

F&B 1- An Home Cook Enterprise

F&B 2- Nalicious Bakery Sdn. Bhd.

F&B 3- Chocolate And Cat Cafe

F&B 4- Aurelian Gold

F&B 5- Gegey Eat Sdn. Bhd.

Hotels 1 - Meow Cat Hotel

1–2 SENTENCES MAX PER RESPONSE

COMPANY NAME: AN HOME COOK ENTERPRISE

BUSINESS OVERVIEW	INDUSTRY OVERVIEW	1	Food
	PRODUCT/SERVICE OFFERING	2	Serunding
	TARGET MARKET/CUSTOMER SEGMENTS	3	Residential area
PROBLEM & SOLUTION	DEFINE CUSTOMER PROBLEM	4	Individuals who are busy working and don't have time to cook
	DEFINE SOLUTION PROVIDED	5	Food is ready to eat
MARKETING PLAN	CHANNELS & STRATEGY TO REACH CUSTOMER SEGMENTS	6	Facebook, Instagram, Tiktok and website, WhatsApp business
	UNIQUE VALUE PROPOSITION (UVP)	7	Purchase 3 times or more, get kitchen utensils for free, and get a discount
MARKET ANALYSIS	COMPETITORS	8	Located in the urban area, Shah Alam. Founded 2 shops that provide food ready to eat too
	COMPETITIVE ADVANTAGE	9	Free gift for every purchase
COST STRUCTURE	INITIAL OUTLAY/START-UP COST	10	Estimate around = RM30,000
	FIXED & VARIABLE COST	11	Fixed = RM700 and variable cost = RM10,000
FUNDING	OWN SAVINGS	12	Use my savings at RM7000
	PARTNERSHIP/LOAN/CAPITAL MARKET	13	Balance funding by my partner
REVENUE	PRICING STRATEGIES	14	Give a 30 % discount if they become a member
	INCOME STREAMS/PROFIT MARGIN	15	The margin estimated at 50 % for the early stages and yearly around RM400,000
KEY METRICS	SUCCESS PERFORMANCE METRIC 1	16	Gross profit margin as at 70 % net sales of cost of products sales
	SUCCESS PERFORMANCE METRIC 2	17	Target to achieve RM34,000 in a month
TIMELINE	START DATE	18	Business set up for 5 – 9 months, on May – January 2024
	END DATE	19	Full running time on February 2024

1-2 SENTENCES MAX PER RESPONSE

COMPANY NAME: NALICIOUS BAKERY SDN BHD

BUSINESS OVERVIEW	INDUSTRY OVERVIEW	1	Food and beverages
	PRODUCT/SERVICE OFFERING	2	Dessert & Pastry
	TARGET MARKET/CUSTOMER SEGMENTS	3	Sweet lover, people area Shah Alam
PROBLEM & SOLUTION	DEFINE CUSTOMER PROBLEM	4	Customer who like sweet dessert but the price is high
	DEFINE SOLUTION PROVIDED	5	Offers an affordable and high quality premium dessert & pastry
MARKETING PLAN	CHANNELS & STRATEGY TO REACH CUSTOMER SEGMENTS	6	Digital marketing through facebook, Instagram, tiktok and website whatsapp business
	UNIQUE VALUE PROPOSITION (UVP)	7	Offer free any dessert for a purchase of rm30 and above
MARKET ANALYSIS	COMPETITORS	8	Located in Shah Alam, Kuala Lumpur, founded 5 current providers of competitors in bakery industry
	COMPETITIVE ADVANTAGE	9	Friendly worker, beautiful ood place, minimal price charge
COST STRUCTURE	INITIAL OUTLAY/START-UP COST	10	Around rm20,000
	FIXED & VARIABLE COST	11	Fixed : rm6000 variable : rm8000
FUNDING	OWN SAVINGS	12	Use my own saving rm13000
	PARTNERSHIP/LOAN/CAPITAL MARKET	13	Balance funding by loan
REVENUE	PRICING STRATEGIES	14	Offers an affordable price
	INCOME STREAMS/PROFIT MARGIN	15	The margin estimated at 50% for early stage and yearly around RM200000
KEY METRICS	SUCCESS PERFORMANCE METRIC 1	16	Gross profit margin target as at 70% net sales of the cost of goods
	SUCCESS PERFORMANCE METRIC 2	17	Targeted to achieve ROI at 17 months of business running
TIMELINE	START DATE	18	Set up for 2-5 month on January – Mac 2023
	END DATE	19	Full running time on the ended of June 2023

1-2 SENTENCES MAX PER RESPONSE

COMPANY NAME: CHOCOLATE AND CAT CAFE

BUSINESS OVERVIEW	INDUSTRY OVERVIEW	1	Food and beverages
	PRODUCT/SERVICE OFFERING	2	Chocolate drink, chocolate pastry
	TARGET MARKET/CUSTOMER SEGMENTS	3	For all cat lover and chocolate lover
PROBLEM & SOLUTION	DEFINE CUSTOMER PROBLEM	4	Customer can't pet their own cat
	DEFINE SOLUTION PROVIDED	5	Can play with cat while enjoy the food and beverages at the cafe
MARKETING PLAN	CHANNELS & STRATEGY TO REACH CUSTOMER SEGMENTS	6	Whatsapp business, instagram, facebook & tiktok
	UNIQUE VALUE PROPOSITION (UVP)	7	i)5% discount for member purchases ii)no limited time to play with the cat
MARKET ANALYSIS	COMPETITORS	8	i)Munchkin & The Gang Cat Cafe ii)COO & RIKU
	COMPETITIVE ADVANTAGE	9	Many type of cat at their café
COST STRUCTURE	INITIAL OUTLAY/START-UP COST	10	Estimate around RM50,000
	FIXED & VARIABLE COST	11	Fixed cost: RM6,000 Variable: RM15,000
FUNDING	OWN SAVINGS	12	RM55,000
	PARTNERSHIP/LOAN/CAPITAL MARKET	13	Balance fundings by my partnership
REVENUE	PRICING STRATEGIES	14	Price with combo to attract customers
	INCOME STREAMS/PROFIT MARGIN	15	Annual net income target RM120,000
KEY METRICS	SUCCESS PERFORMANCE METRIC 1	16	Grasp loyalty customers from, competitors to stay
	SUCCESS PERFORMANCE METRIC 2	17	Daily sales up to RM10,000 to 15,000
TIMELINE	START DATE	18	Progress working out in 4 to 5 month estimated
	END DATE	19	Fully operated in September 2024

1-2 SENTENCES MAX PER RESPONSE

COMPANY NAME: ZOE CAFE

BUSINESS OVERVIEW	INDUSTRY OVERVIEW	1	Cafe and sweet variety dessert
	PRODUCT/SERVICE OFFERING	2	Coffee, cake, juice, shave ice
	TARGET MARKET/CUSTOMER SEGMENTS	3	All coffee and cake lovers, also dessert and juice lovers
PROBLEM & SOLUTION	DEFINE CUSTOMER PROBLEM	4	People who want to have a coffee and dessert at the same time
	DEFINE SOLUTION PROVIDED	5	Offer a variety of food and drinks
MARKETING PLAN	CHANNELS & STRATEGY TO REACH CUSTOMER SEGMENTS	6	To the media social and through the advertising
	UNIQUE VALUE PROPOSITION (UVP)	7	Have a unique dessert which a shave ice-cream with different variety of flavors.
MARKET ANALYSIS	COMPETITORS	8	-My Kori -Big Bowl Ice
	COMPETITIVE ADVANTAGE	9	A unique product feature acts as a major advantage
COST STRUCTURE	INITIAL OUTLAY/START-UP COST	10	RM36,000
	FIXED & VARIABLE COST	11	-Fixed RM18,000 -variety cost 20,000
FUNDING	OWN SAVINGS	12	RM50,000
	PARTNERSHIP/LOAN/CAPITAL MARKET	13	All partnerships: sharing in 3 owners
REVENUE	PRICING STRATEGIES	14	Price war campaign on a monthly basis
	INCOME STREAMS/PROFIT MARGIN	15	Annual net income targeted at RM400,000
KEY METRICS	SUCCESS PERFORMANCE METRIC 1	16	Grasp loyalty customers and regular customers
	SUCCESS PERFORMANCE METRIC 2	17	Daily sales up to RM12,000 to RM17,000
TIMELINE	START DATE	18	Progress working out in 2-3 months
	END DATE	19	Fully operated in mid of September

1–2 SENTENCES MAX PER RESPONSE

COMPANY NAME: GEGEY EAT SDN. BHD

BUSINESS OVERVIEW	INDUSTRY OVERVIEW	1	Food & beverages
	PRODUCT/SERVICE OFFERING	2	Nasi kerabu, ayam bakar
	TARGET MARKET/CUSTOMER SEGMENTS	3	People area Putrajaya
PROBLEM & SOLUTION	DEFINE CUSTOMER PROBLEM	4	Family working, don't have time to cook
	DEFINE SOLUTION PROVIDED	5	Family time gathering
MARKETING PLAN	CHANNELS & STRATEGY TO REACH CUSTOMER SEGMENTS	6	Digital marketing through Facebook, Instagram, Tiktok and Website, Whatsapp Business.
	UNIQUE VALUE PROPOSITION (UVP)	7	Offering discount 10% who are be children including have playground
MARKET ANALYSIS	COMPETITORS	8	Located in Shah Alam, Kuala Lumpur
	COMPETITIVE ADVANTAGE	9	Friendly user with minimal price charge
COST STRUCTURE	INITIAL OUTLAY/START-UP COST	10	Estimate around RM20,000
	FIXED & VARIABLE COST	11	Fixed: RM10,000 and variable: RM15,000
FUNDING	OWN SAVINGS	12	Use my own savings at RM15,000
	PARTNERSHIP/LOAN/CAPITAL MARKET	13	Balance funding by my partner
REVENUE	PRICING STRATEGIES	14	Always low prices charge to make sure customer aware of us in the market
	INCOME STREAMS/PROFIT MARGIN	15	The margin is estimated at 65% for the early stages and yearly around RM500,000
KEY METRICS	SUCCESS PERFORMANCE METRIC 1	16	Gross profit margin target as 70% net sales of the costs of goods
	SUCCESS PERFORMANCE METRIC 2	17	This business was targeted to achieve at 2 years of business
TIMELINE	START DATE	18	Business set up for 4-6 months, on May-October 2025
	END DATE	19	Full running time on mid-year 2025 in October

1-2 SENTENCES MAX PER RESPONSE

COMPANY NAME: MEOW CAT HOTEL

BUSINESS OVERVIEW	INDUSTRY OVERVIEW	1	Hospitality
	PRODUCT/SERVICE OFFERING	2	Provides cats with a safe and secure environment
	TARGET MARKET/CUSTOMER SEGMENTS	3	People who work abroad and people who are away from home for several days
PROBLEM & SOLUTION	DEFINE CUSTOMER PROBLEM	4	People work working, don't have time to take care of their cat and worry about their cat
	DEFINE SOLUTION PROVIDED	5	Offering accommodation for cats to stay
MARKETING PLAN	CHANNELS & STRATEGY TO REACH CUSTOMER SEGMENTS	6	Digital marketing through Facebook, Instagram, TikTok, Website and WhatsApp business
	UNIQUE VALUE PROPOSITION (UVP)	7	Package offer includes free grooming
MARKET ANALYSIS	COMPETITORS	8	Located in Selangor, Kuala Lumpur, founded lot provides for competitors in cat hotel
	COMPETITIVE ADVANTAGE	9	Affordable price
COST STRUCTURE	INITIAL OUTLAY/START-UP COST	10	Estimate Around RM25,000
	FIXED & VARIABLE COST	11	Fixed: RM10,000 Variable: RM15, 000
FUNDING	OWN SAVINGS	12	Use my own savings at RM25, 000
	PARTNERSHIP/LOAN/CAPITAL MARKET	13	Partnership with my friends
REVENUE	PRICING STRATEGIES	14	Always affordable price so that customers are interested in subscribing
	INCOME STREAMS/PROFIT MARGIN	15	The margin estimated at 70 % for early stages and yearly around RM500, 000
KEY METRICS	SUCCESS PERFORMANCE METRIC 1	16	Gross profit margin target as at 80% net sales of the cost of goods sales
	SUCCESS PERFORMANCE METRIC 2	17	The business was targeted to achieve Roi at 2 years of business running
TIMELINE	START DATE	18	Business set-up for 5-7 months, in August December 2024
	END DATE	19	Full running time on New Year 2024 January

SAMPLES

RETAILS

EXAMPLES:

TRANSFORM YOUR BUSINESS PLAN IDEA
INTO:

Retail 1- Style Sphere

Retail 2- Indah Berseri Butik

Retail 3- Cosmetic enterprise

Retail 4- Aurelian Gold

Retail 5- Sportify Co.

1–2 SENTENCES MAX PER RESPONSE

COMPANY NAME: STYLE SPHERE

BUSINESS OVERVIEW	INDUSTRY OVERVIEW	1	Clothing Retail
	PRODUCT/SERVICE OFFERING	2	Offer variety of clothes
	TARGET MARKET/CUSTOMER SEGMENTS	3	Wide range of people seeking fashion
PROBLEM & SOLUTION	DEFINE CUSTOMER PROBLEM	4	Finding the right preference of style and size
	DEFINE SOLUTION PROVIDED	5	Implementing accurate sizing information and try-on option
MARKETING PLAN	CHANNELS & STRATEGY TO REACH CUSTOMER SEGMENTS	6	Promote on social media like Instagram and Facebook
	UNIQUE VALUE PROPOSITION (UVP)	7	Aims to provide clothing for all and gives discounts to new customers
MARKET ANALYSIS	COMPETITORS	8	Located in Sungai besar, has more than 10 branches
	COMPETITIVE ADVANTAGE	9	Has manufactured and sold 1,000 clothes in a month and very famous in the industry
COST STRUCTURE	INITIAL OUTLAY/START-UP COST	10	Estimate around RM9,000
	FIXED & VARIABLE COST	11	Fixed: RM4,000 , variable: RM6,000
FUNDING	OWN SAVINGS	12	Used my own saving at 3,000
	PARTNERSHIP/LOAN/CAPITAL MARKET	13	Loan from CIMB Bank
REVENUE	PRICING STRATEGIES	14	Always offer affordable price
	INCOME STREAMS/PROFIT MARGIN	15	The margin is estimated at 50% at the start and yearly around RM200,000
KEY METRICS	SUCCESS PERFORMANCE METRIC 1	16	Gross profit margin as at 60% Net sales of the cost of goods sales
	SUCCESS PERFORMANCE METRIC 2	17	The business was targeted to achieve ROI at 17 months of business
TIMELINE	START DATE	18	Business set up for 2-3 months, April until Jun 2023
	END DATE	19	Full Running Time on MID YEAR 2023 in July

1–2 SENTENCES MAX PER RESPONSE

COMPANY NAME: INDAH BERSERI BUTIK

BUSINESS OVERVIEW	INDUSTRY OVERVIEW	1	Fashion Industry
	PRODUCT/SERVICE OFFERING	2	'Baju Kurung' and "Baju Melayu" for Hari Raya and wedding outfit
	TARGET MARKET/CUSTOMER SEGMENTS	3	-All races - Malay's bride
PROBLEM & SOLUTION	DEFINE CUSTOMER PROBLEM	4	Hard to fine perfect 'Baju Kurung' and 'Baju Melayu" in old style
	DEFINE SOLUTION PROVIDED	5	Provided variety design for Hari Raya and wedding day outfit
MARKETING PLAN	CHANNELS & STRATEGY TO REACH CUSTOMER SEGMENTS	6	Through social media or walk in boutique shop
	UNIQUE VALUE PROPOSITION (UVP)	7	Package combos offer for family if they buy more than 3 set of outfits
MARKET ANALYSIS	COMPETITORS	8	Located in Angsana Mall, Johor Bahru , founded 20 founders to Hari Raya outfit.
	COMPETITIVE ADVANTAGE	9	Long operating and get a lot of loyalty customers
COST STRUCTURE	INITIAL OUTLAY/START-UP COST	10	Estimated around RM 100,000
	FIXED & VARIABLE COST	11	Fixed: RM43,000; variable : RM 23,000
FUNDING	OWN SAVINGS	12	Own savings at RM15,000
	PARTNERSHIP/LOAN/CAPITAL MARKET	13	Balance funding by my partners
REVENUE	PRICING STRATEGIES	14	Always at low price and affordable for all people
	INCOME STREAMS/PROFIT MARGIN	15	Estimated at 50% for early stages and yearly around RM 500,000
KEY METRICS	SUCCESS PERFORMANCE METRIC 1	16	Gross Profit Margin Target at 65% net sales of the cost of goods sales
	SUCCESS PERFORMANCE METRIC 2	17	The business was targeted achieved ROI at 1 years and 9 months of business running
TIMELINE	START DATE	18	Business set-up for 2 years, on 2023-2024
	END DATE	19	Full running on early years, January 2025

1–2 SENTENCES MAX PER RESPONSE

COMPANY NAME: COSMETIC ENTERPRISE

BUSINESS OVERVIEW	INDUSTRY OVERVIEW	1	Cosmetic industries
	PRODUCT/SERVICE OFFERING	2	Women Cosmetic (online service & shop)
	TARGET MARKET/CUSTOMER SEGMENTS	3	Women, teenagers
PROBLEM & SOLUTION	DEFINE CUSTOMER PROBLEM	4	Women now not have much time to buy their cosmetic product face to face
	DEFINE SOLUTION PROVIDED	5	They can using online service, Tik Tok shop , Instagram shop
MARKETING PLAN	CHANNELS & STRATEGY TO REACH CUSTOMER SEGMENTS	6	Digital marketing through, Instagram, Facebook, TikTok also promotion in video adds
	UNIQUE VALUE PROPOSITION (UVP)	7	Offer for customer if buy the product cosmetic can get free lipstick
MARKET ANALYSIS	COMPETITORS	8	Located in Seri Iskandar Perak the competitor is Gardien, Watson
	COMPETITIVE ADVANTAGE	9	Affordable price and easy to get
COST STRUCTURE	INITIAL OUTLAY/START-UP COST	10	Estimate around RM 555 000
	FIXED & VARIABLE COST	11	Fixed 200 000 Variable: 160 000
FUNDING	OWN SAVINGS	12	Use my own saving at 300 000
	PARTNERSHIP/LOAN/CAPITAL MARKET	13	Balance funding at my partnership
REVENUE	PRICING STRATEGIES	14	Always affordable price Give to customer
	INCOME STREAMS/PROFIT MARGIN	15	The margin is 60% early stage yearly around 700 000
KEY METRICS	SUCCESS PERFORMANCE METRIC 1	16	Gross profit margin target at 80% net sale of the cost of good sale
	SUCCESS PERFORMANCE METRIC 2	17	This business was target to achieve ROI at 20 month of business running
TIMELINE	START DATE	18	Business set up for 2-5 month on April – August 2024
	END DATE	19	Full running time on midyear 2024 in August

1–2 SENTENCES MAX PER RESPONSE

COMPANY NAME: AURELIAN GOLD

BUSINESS OVERVIEW	INDUSTRY OVERVIEW	1	Gold jewellery manufacturing and retail
	PRODUCT/SERVICE OFFERING	2	High-quality gold jewellery, including rings, necklaces, bracelets and earrings.
	TARGET MARKET/CUSTOMER SEGMENTS	3	Affluent consumers
PROBLEM & SOLUTION	DEFINE CUSTOMER PROBLEM	4	Limited availability of high-quality, unique gold jewellery pieces
	DEFINE SOLUTION PROVIDED	5	Offering a diverse range of meticulously crafted gold jewellery designs with exceptional quality and craftsmanship
MARKETING PLAN	CHANNELS & STRATEGY TO REACH CUSTOMER SEGMENTS	6	Establish professional website showcasing brand and product and connect with customers through social media like Instagram or Pinterest
	UNIQUE VALUE PROPOSITION (UVP)	7	Exclusive design with the essence of luxury and sophistication
MARKET ANALYSIS	COMPETITORS	8	Established luxury jewellery brands and boutique jewellers by hara company brand
	COMPETITIVE ADVANTAGE	9	Distinctive designs, superior craftsmanship, and personalized customer service
COST STRUCTURE	INITIAL OUTLAY/START-UP COST	10	RM128,000
	FIXED & VARIABLE COST	11	Fixed cost = RM145,000 variable cost = > RM23,000 (depend on gemstone sales)
FUNDING	OWN SAVINGS	12	RM 50,000
	PARTNERSHIP/LOAN/CAPITAL MARKET	13	RM150,000 through capital investment
REVENUE	PRICING STRATEGIES	14	Premium pricing based on the quality, design and materials used in the jewellery pieces
	INCOME STREAMS/PROFIT MARGIN	15	Expected net income in year RM55,000
KEY METRICS	SUCCESS PERFORMANCE METRIC 1	16	Gross profit margin target is 70%
	SUCCESS PERFORMANCE METRIC 2	17	I will get roi in one year of business running
TIMELINE	START DATE	18	Business set up from July – September 2024
	END DATE	19	Full time running on November 2024

1–2 SENTENCES MAX PER RESPONSE

COMPANY NAME: SPORTIFY CO.

BUSINESS OVERVIEW	INDUSTRY OVERVIEW	1	Sport
	PRODUCT/SERVICE OFFERING	2	Jersey, shoes
	TARGET MARKET/CUSTOMER SEGMENTS	3	Athlete
PROBLEM & SOLUTION	DEFINE CUSTOMER PROBLEM	4	Customer May Struggle with Finding Product That Suit Their Specific Needs, Body Type or Preferences.
	DEFINE SOLUTION PROVIDED	5	Easy to find product that suit they well.
MARKETING PLAN	CHANNELS & STRATEGY TO REACH CUSTOMER SEGMENTS	6	Instagram, TikTok, Facebook
	UNIQUE VALUE PROPOSITION (UVP)	7	The More You Buy, More You Get Free gift and Voucher.
MARKET ANALYSIS	COMPETITORS	8	Located at Sepang, have more sport shop.
	COMPETITIVE ADVANTAGE	9	Cheap
COST STRUCTURE	INITIAL OUTLAY/START-UP COST	10	Around RM40000
	FIXED & VARIABLE COST	11	Fixed: RM20000, variable: RM20000
FUNDING	OWN SAVINGS	12	Use at my own savings RM40000
	PARTNERSHIP/LOAN/CAPITAL MARKET	13	Balanced Funding by My Family.
REVENUE	PRICING STRATEGIES	14	Do a promotion on public holiday
	INCOME STREAMS/PROFIT MARGIN	15	70% for early stages, yearly around RM200000, monthly sales RM8300.00
KEY METRICS	SUCCESS PERFORMANCE METRIC 1	16	Target 85% net sales of goods
	SUCCESS PERFORMANCE METRIC 2	17	Target 24 month of business running this business was target 24 months to achieve roi
TIMELINE	START DATE	18	2 April 2024
	END DATE	19	2 April 2026

SAMPLES

HEALTHCARE

EXAMPLES:

TRANSFORM YOUR BUSINESS PLAN IDEA INTO:

Healthcare 1- Sanjheetha's Love Position Fragrance

Healthcare 2- Crystal Saloon

Healthcare 3- Indah's Sweet Salon

Healthcare 4- Gain City

Healthcare 5- Bubble Oral Care

1–2 SENTENCES MAX PER RESPONSE

COMPANY NAME: SANJHEETA'S LOVE POSITION FRAGRANCE

BUSINESS OVERVIEW	INDUSTRY OVERVIEW	1	Health Care
	PRODUCT/SERVICE OFFERING	2	Perfume
	TARGET MARKET/CUSTOMER SEGMENTS	3	Smell that attract womens
PROBLEM & SOLUTION	DEFINE CUSTOMER PROBLEM	4	Easy carrying,pocket perfume
	DEFINE SOLUTION PROVIDED	5	Make easy to use wherever and whenever they want
MARKETING PLAN	CHANNELS & STRATEGY TO REACH CUSTOMER SEGMENTS	6	Fully through online, Facebook, Instagram, Tiktok and Youtube Channel
	UNIQUE VALUE PROPOSITION (UVP)	7	Unique smell and strong long lasting smell
MARKET ANALYSIS	COMPETITORS	8	Particularly 5-8 perfume shops near us
	COMPETITIVE ADVANTAGE	9	Price cut at RM1-5 less than other shops
COST STRUCTURE	INITIAL OUTLAY/START-UP COST	10	Amounted RM11000.00
	FIXED & VARIABLE COST	11	Fixed: RM7000 and Variable cost: RM20,000
FUNDING	OWN SAVINGS	12	RM2000
	PARTNERSHIP/LOAN/CAPITAL MARKET	13	All partnership: Sharing in 3 owners
REVENUE	PRICING STRATEGIES	14	Price war campaign on a monthly RM55
	INCOME STREAMS/PROFIT MARGIN	15	Annual net income targeted RM100,000
KEY METRICS	SUCCESS PERFORMANCE METRIC 1	16	Loyalty customer
	SUCCESS PERFORMANCE METRIC 2	17	Daily sales up to RM12,000 to RM15,000
TIMELINE	START DATE	18	Progress working out in 2-3 months
	END DATE	19	Fully operate in November 2023

1-2 SENTENCES MAX PER RESPONSE

COMPANY NAME: CRYSTAL SALOON

BUSINESS OVERVIEW	INDUSTRY OVERVIEW	1	Beauty and healtycare
	PRODUCT/SERVICE OFFERING	2	Crystal display / saloon service / massage
	TARGET MARKET/CUSTOMER SEGMENTS	3	Residents, anyone who love crystal display, busy workers, student
PROBLEM & SOLUTION	DEFINE CUSTOMER PROBLEM	4	Don't have enough time to rest, busy on work
	DEFINE SOLUTION PROVIDED	5	Help busy worker to rest and beauty care
MARKETING PLAN	CHANNELS & STRATEGY TO REACH CUSTOMER SEGMENTS	6	Digital marketing through Facebook, Instagram, TikTok & website, WhatsApp business
	UNIQUE VALUE PROPOSITION (UVP)	7	Package offers include discount 50% and free 1 crystal of subscription as member
MARKET ANALYSIS	COMPETITORS	8	Located in Shah Alam, Kuala Lumpur, founded 3 current providers of competitors in saloon
	COMPETITIVE ADVANTAGE	9	Friendly user with minimal price charge
COST STRUCTURE	INITIAL OUTLAY/START-UP COST	10	Estimate around RM20,000
	FIXED & VARIABLE COST	11	Fixed: RM7,000 and variable: RM10,000
FUNDING	OWN SAVINGS	12	Use my own saving at RM20,000
	PARTNERSHIP/LOAN/CAPITAL MARKET	13	Balance funding by my partner
REVENUE	PRICING STRATEGIES	14	Always low prices charge to make sure customers aware of us in the market
	INCOME STREAMS/PROFIT MARGIN	15	The margin is estimated at 60% for the early stages and yearly around RM500,000
KEY METRICS	SUCCESS PERFORMANCE METRIC 1	16	Gross profit margin target as 70% net sales of the costs of goods
	SUCCESS PERFORMANCE METRIC 2	17	This business was targeted to achieve at 2 years of business
TIMELINE	START DATE	18	Business set-up for 2-4 months, on December April 2023
	END DATE	19	Full running time on mid-year 2023 in July

1–2 SENTENCES MAX PER RESPONSE**COMPANY NAME: INDAH'S SWEET SALON**

BUSINESS OVERVIEW	INDUSTRY OVERVIEW	1	Beauty and Health
	PRODUCT/SERVICE OFFERING	2	Cosmetic treatments
	TARGET MARKET/CUSTOMER SEGMENTS	3	Women and men who want to keep their skin healthy
PROBLEM & SOLUTION	DEFINE CUSTOMER PROBLEM	4	People who do not know how to take care of their skin
	DEFINE SOLUTION PROVIDED	5	There is professional Doctor who can give them consultation
MARKETING PLAN	CHANNELS & STRATEGY TO REACH CUSTOMER SEGMENTS	6	Digital marketing through Instagram and Tiktok
	UNIQUE VALUE PROPOSITION (UVP)	7	Package offer includes a free consultation and services for 2 weeks
MARKET ANALYSIS	COMPETITORS	8	Located in Kuala Lumpur, founded 3 current provides of competitors in cosmetic treatments
	COMPETITIVE ADVANTAGE	9	Friendly works with discounts
COST STRUCTURE	INITIAL OUTLAY/START-UP COST	10	Estimate around RM10,000
	FIXED & VARIABLE COST	11	Fixed: RM1,500 and variable: RM5,000
FUNDING	OWN SAVINGS	12	Use my own savings at RM10,000
	PARTNERSHIP/LOAN/CAPITAL MARKET	13	None
REVENUE	PRICING STRATEGIES	14	Always give discount to attract customers to come again
	INCOME STREAMS/PROFIT MARGIN	15	The Margin is estimated at 50%. For the early stages and yearly around RM20,000
KEY METRICS	SUCCESS PERFORMANCE METRIC 1	16	Gross profit margin target as at 60% net sales of the cost of goods sales
	SUCCESS PERFORMANCE METRIC 2	17	The business was targeted to achieve ROI at 15 months of business running
TIMELINE	START DATE	18	Business ret-up for 2-3 months, December – February 2023
	END DATE	19	Full running time on third – year 2023 in July

1-2 SENTENCES MAX PER RESPONSE

COMPANY NAME: GAIN CITY

BUSINESS OVERVIEW	INDUSTRY OVERVIEW	1	Fitness
	PRODUCT/SERVICE OFFERING	2	Sports and health services
	TARGET MARKET/CUSTOMER SEGMENTS	3	Someone that want to weight loss, bodybuilder and athlete
PROBLEM & SOLUTION	DEFINE CUSTOMER PROBLEM	4	No other gym near house, customer don't have gym equipment
	DEFINE SOLUTION PROVIDED	5	Provide gym equipment
MARKETING PLAN	CHANNELS & STRATEGY TO REACH CUSTOMER SEGMENTS	6	Fully through online (Facebook, Instagram, TikTok)
	UNIQUE VALUE PROPOSITION (UVP)	7	Provide clothes and shower facilities for members
MARKET ANALYSIS	COMPETITORS	8	Practically almost 4 gyms near us
	COMPETITIVE ADVANTAGE	9	Price cut at RM1 rather than competitive
COST STRUCTURE	INITIAL OUTLAY/START-UP COST	10	Amounted RM250,000
	FIXED & VARIABLE COST	11	Fixed 7,000 and variable cost 15,000
FUNDING	OWN SAVINGS	12	None
	PARTNERSHIP/LOAN/CAPITAL MARKET	13	Partnership: sharing 2 owners
REVENUE	PRICING STRATEGIES	14	Price "members" attract more customers
	INCOME STREAMS/PROFIT MARGIN	15	Annual net income targeted at 300,000
KEY METRICS	SUCCESS PERFORMANCE METRIC 1	16	Grasp loyalty customer from competitors to stay
	SUCCESS PERFORMANCE METRIC 2	17	Daily sales up to 15,000 to 20,000
TIMELINE	START DATE	18	Progress working out in 4 to 6 month estimated
	END DATE	19	Fully operated in end of December

1–2 SENTENCES MAX PER RESPONSE

COMPANY NAME: BUBBLE ORAL CARE

BUSINESS OVERVIEW	INDUSTRY OVERVIEW	1	Oral care (toothpaste & toothbrush)
	PRODUCT/SERVICE OFFERING	2	Daily use, Oral beauty
	TARGET MARKET/CUSTOMER SEGMENTS	3	13+ Teen to Adults
PROBLEM & SOLUTION	DEFINE CUSTOMER PROBLEM	4	Sensitive gum, bad breath, Bad teeth
	DEFINE SOLUTION PROVIDED	5	Fresh breath, Whiten teeth
MARKETING PLAN	CHANNELS & STRATEGY TO REACH CUSTOMER SEGMENTS	6	Tiktok, Instagram, Website
	UNIQUE VALUE PROPOSITION (UVP)	7	High quality, no sting formula, Alcohol-free, Safe packaging
MARKET ANALYSIS	COMPETITORS	8	Sensodyne, Colgate
	COMPETITIVE ADVANTAGE	9	Have a lot of different products for oral use such as teeth whitening pen, brush + floss and more toothpaste flavors
COST STRUCTURE	INITIAL OUTLAY/START-UP COST	10	Amounted RM60,000
	FIXED & VARIABLE COST	11	RM40,000
FUNDING	OWN SAVINGS	12	RM2000 monthly
	PARTNERSHIP/LOAN/CAPITAL MARKET	13	Partner with 1 more person
REVENUE	PRICING STRATEGIES	14	1 item RM24 according to product
	INCOME STREAMS/PROFIT MARGIN	15	Targeted income RM200,000
KEY METRICS	SUCCESS PERFORMANCE METRIC 1	16	More bundle items to come on public holiday
	SUCCESS PERFORMANCE METRIC 2	17	Daily sales up to RM17,000 to 20,000
TIMELINE	START DATE	18	7 February 2022
	END DATE	19	Fully operated till April 2024

11. CONCLUSION

In conclusion, the BPP-Biz Plan Power an innovative one-page template is a type of business plan template that is a high-level focus fast to write and contains key elements only.

The business plan is the foundation of an entrepreneurs business success. Learn how to write a business plan quickly and efficiently with a BPP-Biz Plan Power one-page template.

A business plan template with innovation focuses on creating a roadmap for a business that emphasizes originality, creativity, and technological advancement.

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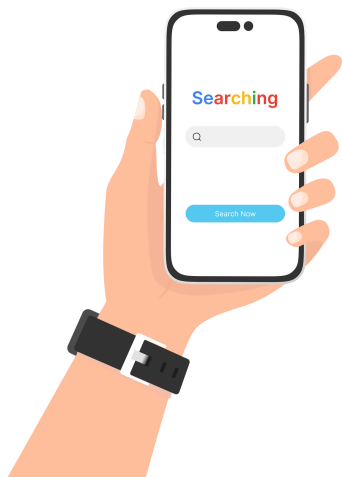
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BPP-BIZ PLAN POWER

BPP-Biz Plan Power is mainly designed for those who are planning to start a business and enter into a new venture. This will be very helpful for them for their start-ups.

The new elements in one-page business plan templates in 9 segments are including, a business overview, problem & solution, marketing plan, market analysis, cost structure, funding, revenue, key metrics, and timeline.

Getting started with a business with enough basic strategies will help new entrepreneurs to develop and adapt to the market easily.

The BPP-Biz Plan Power innovation canvas contributes to the new era of entrepreneurship dimension, for researchers and also educators as players that involve design and market realities.

For educators, the innovation canvas is a teaching tool for design and entrepreneurship courses in a business plan that integrates technical and market content.

In design courses, the canvas can improve product and service development by including business and market issues in the development process.

In the entrepreneurship courses, the canvas can improve business model generation by incorporating high-level design themes as integral components of the venture vision.

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