**Student Name(s):**  Divya Dubey

**Project Title:** **Future Forward Consulting**

We had Dr. Sara Alshareef reviewing and grading your project. Here are her comments on your submission:

Comments specific to some individual sections of your business plan:

* Thank you for submitting the business plan Good job! you’ve clearly spent a lot of time on this. Now let’s see what you’ve done and how you could improve it.
* In terms of viability, the business makes sense in the short and long term. In other words, the business is sustainable and able to break even and eventually turn a profit (or remain sustainable for nonprofits). These are key components when running a business.
* Although the executive summary is thorough and clear, the executive summary should summarize each section of the business plan (management, market, competition, financials, and capital requirement) with the aim to persuade the reader to continue reading the document. Or instance, explaining the business thesis clearly in a sentence that combines these elements is always a good idea, for example, you could structure this by indicating “This company [target market] [addressed problem] [offers a Solution]and its [benefit to the customer segment]. information about the team [proof of expertise] or/and [capital requirement].” At the moment is executive summary is rather short and does not cover main aspect of the business plan.
* The company description is rather confusing. Tell us more about what the company does, what the business values, missions and objectives. The reader needs to have a grasp on what your business does and who your customers are. Remember to clearly identify who will benefit from using your product, this is likely to enhance our understanding of the business value proposition, etc. Make sure to elaborate on values that your business intends to embrace as well as vision and objectives (both long-term objectives and short-term objectives). What is the timeframe for achieving these objectives. I see the you added some of these aspects in the management summary but the management summary section should be focus on the skills and experience of the team. No information was mentioned regarding the bio of the team members. What does each team member offer to this business? Include names, background, skills and experiences.
* Do you have a personnel plan to meet the company objectives? I would suggest considering adding a table and state a personnel plan.
* The research under the industry background, competitive and market analysis are good, but they require further elaboration. For example, show that you have done enough market research and industry performance of the sector (regionally or/and globally). Conducting secondary research is crucial here add clear narratives based on the figures you have presented. Another section that needs further elaboration is the competitive analysis, list existing or potential competitors in the market and be sure to compare and contrast the features these companies have/lack. Barriers to entry section requires further explanation as well.
* There’s room to improve and rethink of the business pricing structure. Show the pricing and packages this company offers. You might want to use of the materials you have in the financial section ‘hourly rate’.
* The operation Plan is good but not detailed. This section should cover the daily operations including detailed information on technology, software, employee recruiting, and other key aspects.
* More attention to details is needed when it comes to visual aids. Make sure that the layout of figures and tables are consistent, so the business plan looks appealing.
* Be sure to include numbers and title to each figure, table, image etc.
* You linked some aspects of the company/ business with concepts and models (SWOT analysis,) discussed in entrepreneurship/ strategy course.
* Your financial looks good, but they need some work. Be sure that they align the financial plan section with other sections in the business plan prior to seeking funding.
* Which year does year 1, year 2, year 3 represent, 2022, 2023, or another year?
* Looking at the cashflow and balance sheet I was wondering if this type of business should account for PP&E.
* Consider having an appendix section to add relevant materials that could strengthen the business plan
* Revise the reference list. incorrect reference style and organize it in alphabetic order.

Overall impressions of your business plan:

Divya, this is a good start. The business plan requires major revision and improvement. Wishing you all the best.