rapid enterprise development

A RED Guide

Enterprise development plan

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Business idea

Name and description

Main benefits

What headache does it solve?

Unique selling point

What makes your product or service stands out?

Competition

Identify similar or alternative products targeting a similar market

Production

How and when will the enterprise operate - times, days, weeks. What skills and qualities are needed?

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Pricing & billing

What prices will the enterprise charge?

Break-even point

How many annual sales are required?

Customers

Describe your ideal customer

Route to market

How will you deliver the product or service to your customers?

Marketing plan

Where to get new customers?

Support required

Relating to the individual?
Relating to the general business?
Relating to the sector?

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Next steps - 1 month

Add 2 or 3 goals

Next steps - 6 months

Add 2 or 3 goals

Next steps - 12 months

Add 2 or 3 goals

Date completed

Date of next review

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