

Company start-up and business planning

The business plan in business start-up is a very useful planning tool for the entrepreneur.

Starting a business, small, medium or large, is not easy for what the businessman has to do and how he has to do it. While it is true that in Italy every day there are more than 1,000 businesses, it is also true that a very large number of new businesses fail to reach their fifth year of life due to a high corporate mortality rate.

The causes of this are different: surely the lack of planning, and therefore the lack of use of the business plan; the wrong setting at the start up phase; the setting of management a bit too coarse and rough; the lack of financial needs assessment; and finally the superficiality used in research and market research. All the disadvantages that "stumble" the entrepreneur in his start up phase and "undermine" the success of the entrepreneurial initiative.

Today, businesses and newcomers are faced with all these management issues and with an unstable and rapidly changing external environment: "surfing" in this market is not easy, and that is why you can't do it "at sight". It is therefore necessary that the entrepreneur, by writing the business plan, identifies his entrepreneurial idea, so to translate it into a viable business project.

In the start up phase, using the business plan for the entrepreneur means: having a guide in the realization of its idea, assessing the risks and the potential success of the entrepreneurial initiative, having a control tool as long as the business idea does not it becomes a business and therefore does not walk with its own legs.

The entrepreneurial idea and the business plan are the benchmarks of the entire start up process. The more clear the business idea that is formulated in the business plan, the better the whole start up process is developed.

An idea of enterprise is a good idea if he has, not only, an "inventor" who is convinced of his validity, but also an "inventor" who has the skills and experience to accomplish it, who has a good knowledge of context in which it develops, which is able to give concrete answers to market needs that are not yet met and thus exploits a competitive advantage that competition is not yet able to offer.