

# Business plan preparation for the start-up a new business unit within a manufacturer of raw materials

## Task

A new business unit arose out of a parent company in the food supplier segment.

The company is a commodity producer that has specialized in innovative, high-tech products in the field of raw material processing and contract manufacturing.

Although successful, the operational budget was reduced by due to internal collaborations over cost allocation within the parent company. A structured planning and direction of the business unit is required by progressive development of the product portfolio and increasing awareness and acceptance among potential customers.

Innovation of new products on one hand and an active and structured market cultivation on the other hand should be balanced, monitored and adjusted by using this business plan. An intermediate -term implementation plan needs to be developed based on a detailed analysis of the current situation. The principal objective is the independent development of the business unit.

## Objective

To ensure an intermediate-term positive development of the business unit and thereby ensure a long-term growth for the area of innovative and high-tech commodities by the development and implementation of a business plan.

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## Methods

- ◆ Analysis of the current situation with regards to their own company, existing markets, existing competitors as well as current customers.
- ◆ Based on this study of the current position, a SWOT analysis (definition of strengths and weaknesses as well as opportunities and threats) is developed.
- ◆ Evaluation of the current practices and definition of required measures for the realization of the project.
- ◆ Determination and definition of the sales and product development targets.

## Result

A comprehensive business plan was developed and operating areas were newly defined.

As a consequence, an intermediate and long-term strategy for the sales development was defined and implemented in the business unit.

The objectives were achieved in a intermediate-term period with increased sales, reduced costs as well as the development of innovative raw materials.