

Indonesian Youth Business Idea Competition

BUSINESS IDEA TEMPLATE

TEAM NAME

TEAM MEMBERS:

1. NAME
2. NAME
3. NAME

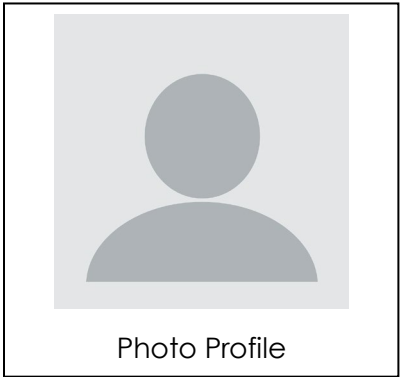
CONTACT

Team Leader :
Phone Number :
Email Address :

Team Member Profile

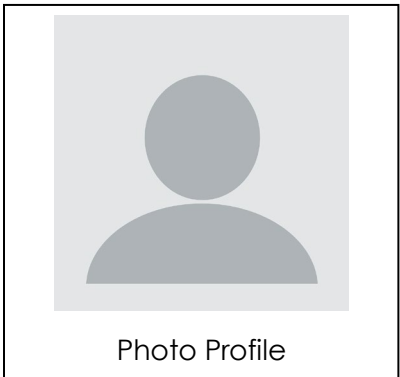
Name 1

Class =
School =
City =
Phone Number =
Email Address =
Instagram Account =



Name 2

Class =
School =
City =
Phone Number =
Email Address =
Instagram Account =



Name 3

Class =
School =
City =
Phone Number =
Email Address =
Instagram Account =

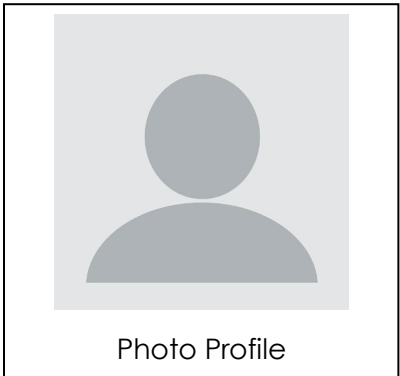


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EXECUTIVE SUMMARY

Write this section last and summarize all the key points in your business idea in one page only. This is your opportunity to capture the attention of competition team.

BUSINESS IDEA OVERVIEW

Provide a description of the overall of your business idea

- a. Products or services offered
- b. Target customers

PROBLEM & SOLUTION

THE PROBLEM

OUR SOLUTION

TARGET MARKET

MARKET SIZE

Market size is the number of individuals in a certain market segment who are potential buyers.

MARKET SEGMENTS

You need to identify your ideal customer. Don't worry, there's more than one. That's your market segment.

COMPETITION

CURRENT ALTERNATIVES TARGET BUYERS ARE USING

OUR COMPETITIVE ADVANTAGES

PRODUCT OR SERVICE OFFERINGS

PRODUCT OR SERVICE

Describe the product or service you are offering, how it benefits the buyer, and its unique selling proposition.

SALES AND MARKETING PLAN

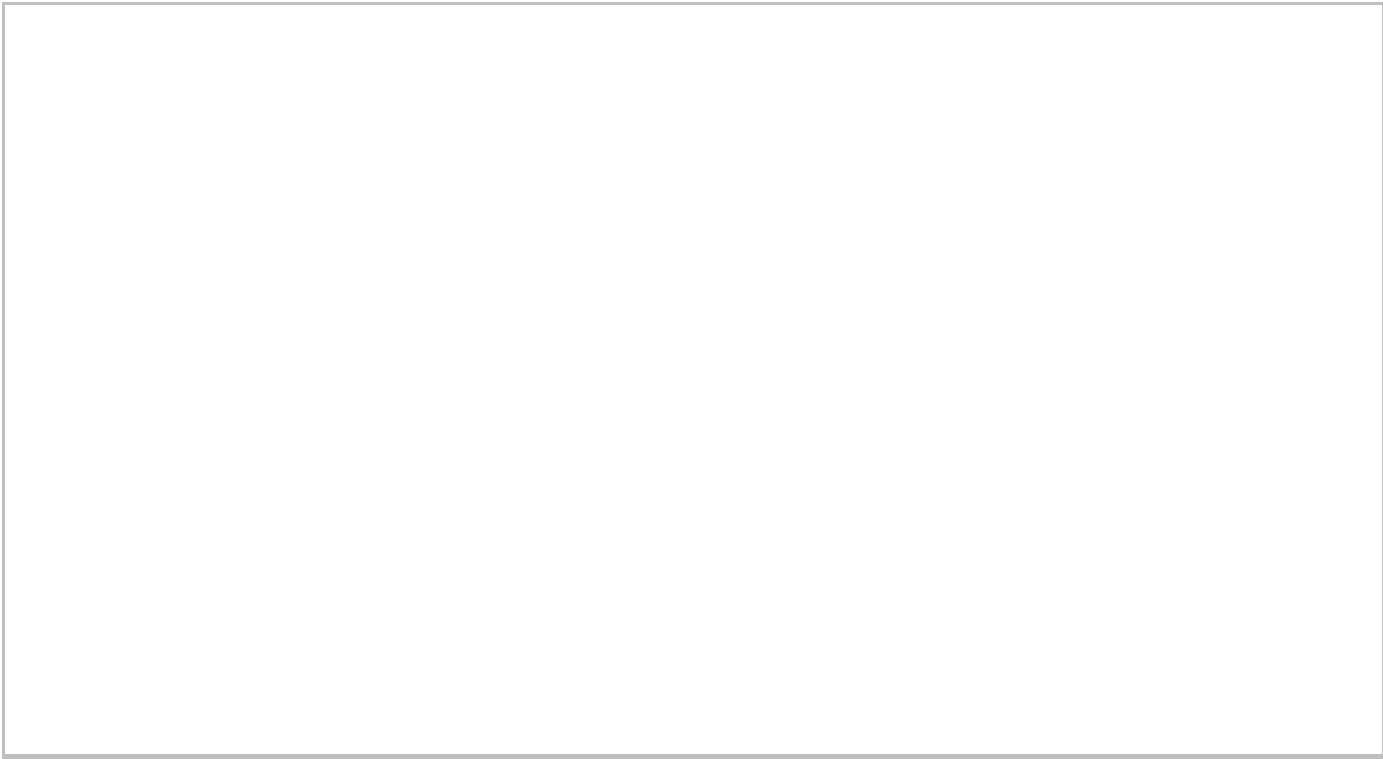
MARKETING PLAN

Describe your marketing objectives and strategy here.

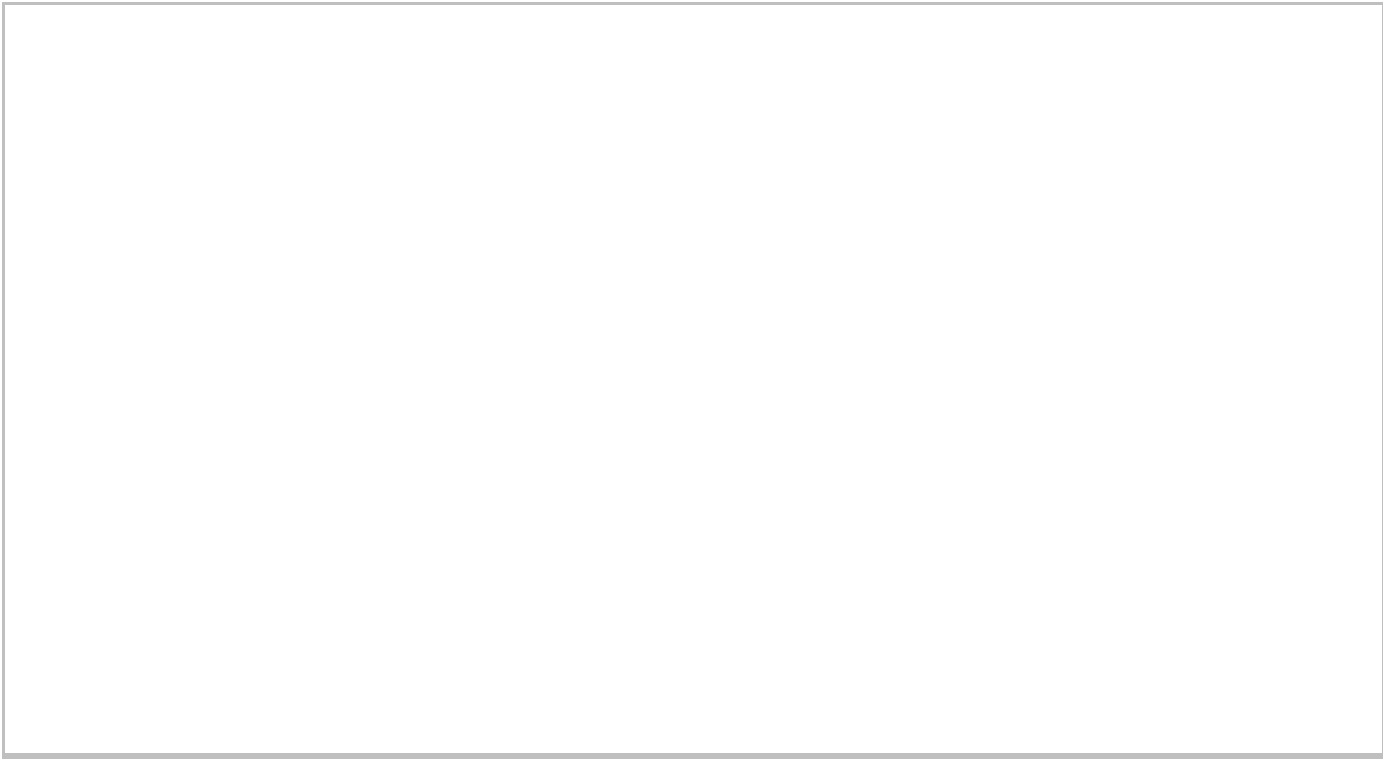
- a. Define target market
- b. Pricing strategy
- c. Define marketing strategy

FINANCING

PRODUCTION COST



PROFIT MARGIN



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