

BPC

Business Plan Challenge

A Product Launch in Hong Kong

Business Presentation

The Behavioral Insight Team™

Hong Kong • London • New York

Agenda

- Executive Summary
- Product Features and Benefits
- Industry Overview
- Competitive Product Comparison
- Marketing Strategy
- Finance Plan
- Management Summary
- FAQs

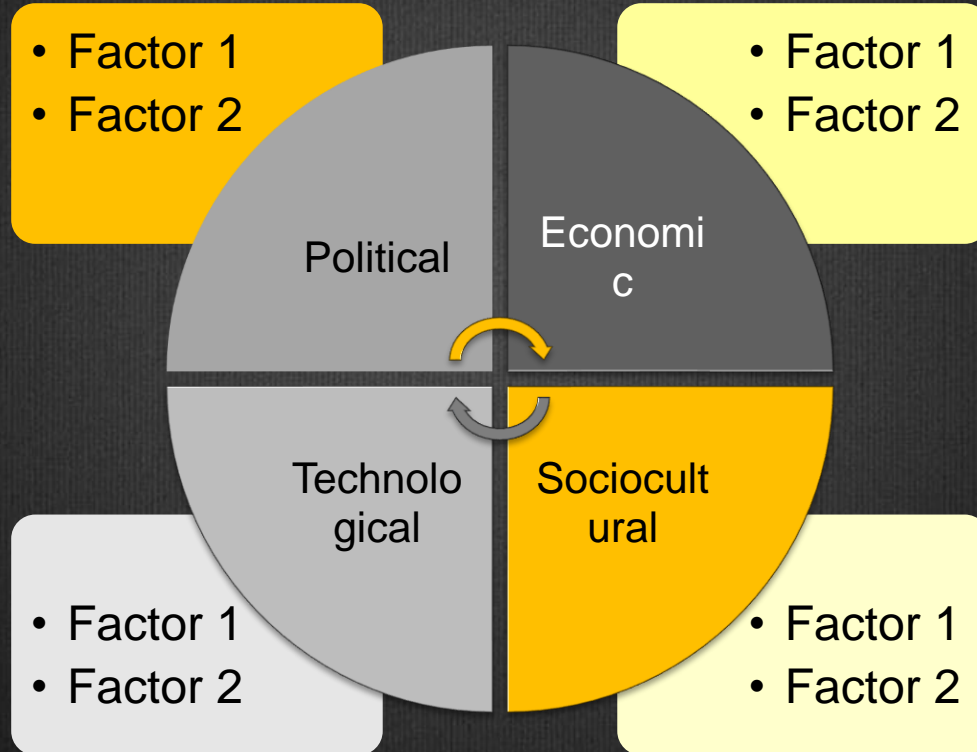
Executive Summary

- **[General Overview]**
 - Point 1
 - Point 2
 - Point 3
- **[Short-term Target]**
 - [Target 1]
 - [Target 2]
- **[Long-term Objective]**
 - [Financial]
 - [Social]

Executive Summary

- [General Overview]
 - Point 1
 - Point 2
 - Point 3
- [Short-term Target]
 - [Target 1]
 - [Target 2]
- [Long-term Objective]
 - [Financial]
 - [Social]

Industry Overview



Competitive Feature Checklist/Comparison

	[Product name]	[Main Competitor]
Feature 1		
Feature 2		
Feature 3		
Feature 4		
Feature N		

- [Unique Selling Proposition]
- [Benefit Feature 1]
- [Benefit Feature 2]
- [Benefit Feature 3]

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SWOT Analysis

TM

SWOT Template Instructions

- **Perform a SWOT analysis for each major competitor**
- **Make a list of each of the following:**
 - **Strengths:** internal things about your company and its market position that help your chances of success
 - **Weaknesses:** internal things about your company and its market position that weaken your chances of success
 - **Opportunities:** external things that help your chances of success
 - **Threats:** external things that weaken your chances of success
- **Fill in the SWOT matrix with strategies based on these factors**

Strengths (Internal)

Strength 1
Strength 2
Strength 3

Weaknesses (Internal)

Weakness 1
Weakness 2
Weakness 3

Opportunities (External)

Opportunity 1
Opportunity 2
Opportunity 3

Threats (External)

Threat 1
Threat 2
Threat 3

SWOT Analysis

	Strengths		Weaknesses	
External	Opportunities	Strategies the company can exploit to take advantage of opportunities	Strategies the company must deal with to take advantage of opportunities	
	Threats	Strategies the company can use to defend itself from threats	Strategies the company must deal with to defend itself from threats	
	Internal			

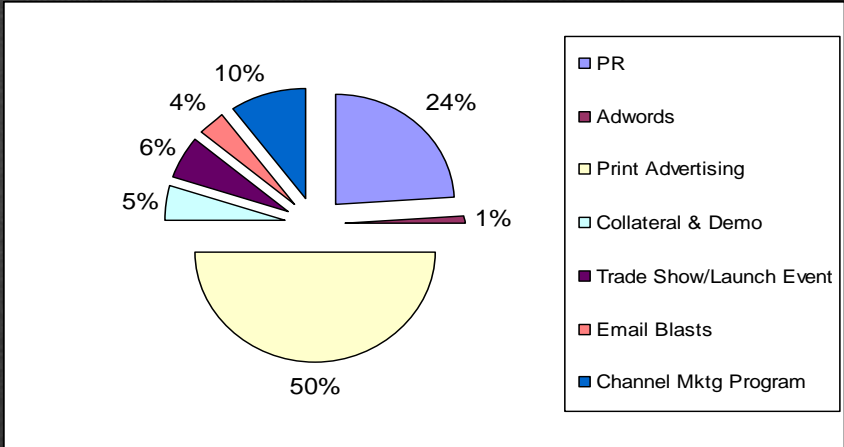
Marketing

- <Provide a top-level summary with details below.>
- ***Marketing Tactics & Promotion***
- <Include everything you will be doing to market the product and make it successful.>

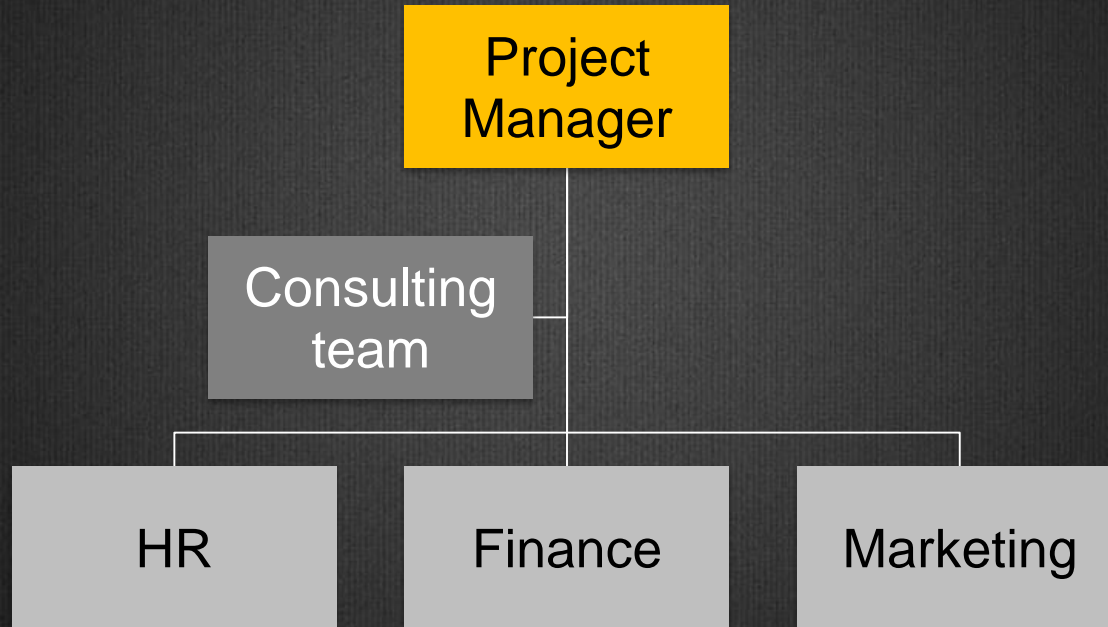
Finance Plan

Marketing Mix

<Include a pie chart showing the marketing mix from the product launch budget template. Include a short explanation of why you are allocating the funds the way you are.>



Management Summary



FAQ

- [FAQ 1]
 - [Answer 1]
- [FAQ 2]
 - [Answer 2]
- [FAQ 3]
 - [Answer 3]
- [FAQ 4]
 - [Answer 4]