

National Chi Nan University Entrepreneur Incubator
Small and medium-sized enterprise operation plan (reference outline)

1. Matters that need to be stated in detail (necessary content)

- (1) Company profile (company name, date of establishment, reasons and goals)
- (2) Management team (organizational structure, responsibilities and resume of main operators)
- (3) Introduction to the company's existing technology/finished products/services (please describe the connotation and its application, including the source of technology, finished product history, characteristics, ownership distribution, funds invested, etc.)
- (4) Research and development planning
- (5) Projects and needs to be coached (administration, technology, funding, management, marketing, etc.)

2. Matters that can be briefly stated (supplementary content)

- (1) Product market overview (main buyers, product advantages, current status of competitive products, possible market distribution and expansion intentions, planned growth rate, etc.)
- (2) Future marketing strategy (product positioning, price strategy, marketing channels, after-sales service, promotion planning, etc.)
- (3) Financial and capital structure (equity structure, cash flow, funding sources and needs, balance sheet and profit and loss statement estimates)
- (4) Production planning (equipment, manpower, location, process, quality control, raw materials)
- (5) Commercialization planning (finished product design and packaging, finished product launch schedule and price)
- (6) Operation progress