



YOUNG ENTREPRENEUR FOUNDATION

Business Plan Basics

Exercise 3-3

CASE STUDY

1. Fill in notes on the strategies mentioned by the Didgiridoo Dojo team in each of the areas below.
2. Where you do not understand an area, notate that. By the end of this section, you'll understand all aspects of a business plan.

Executive Summary

Product or Service Description

Market Landscape

Operational Plan

Sales and Marketing Plan

Financial Plan

Appendices