

Improvement of the innovative section of the business plan of the trading enterprise

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In a market economy, a business needs planning to become viable and profitable. In today's rapidly changing economic situation, it is impossible to achieve positive results without planning your actions and without predicting the consequences. World experience suggests that only careful and responsible business planning can significantly help in the survival of enterprises, and ultimately in achieving consistently high results.

Knowledge of the approaches and methods of drawing up business plans is necessary for managers, marketers, specialists of the anti-crisis team in the procedures of financial recovery, external management and, in general, for planning measures to increase the competitiveness of the enterprise. An important task in the development of business plans is to attract and justify investments, including foreign ones, necessary for the implementation of projects for technical re-equipment, reconstruction of enterprises, and production of new products.

The goal of the study is to form modern approaches to the development of an innovative section of a business plan.

The issues of developing a business plan are discussed in detail in the works of foreign authors, such as E. Siegel, L. Schultz, R. Hisrich, M. Peter. In this literature, one can find descriptions of the various structures of a business plan, various methods for collecting and analyzing the in-

formation necessary for its development, as well as various goals for this development.

The business plan is one of the constituent documents that determine the development strategy of the company. At the same time, it is based on the general concept of the company's development, develops the economic and financial aspect of the strategy in more detail, and provides a feasibility study for specific measures. The implementation of the strategy is based on broad investment programs, drawn up as a whole system of interrelated technical, organizational and economic changes for a certain period of time. The business plan covers one of the parts of the investment program, the implementation period of which, as a rule, is limited to several years (often corresponding to the terms of medium-term or long-term loans), which makes it possible to give a fairly clear economic assessment of the planned activities.

A business plan is a written document that describes in detail how a business – usually a startup – defines its objectives and how it is to go about achieving its goals.

Traditional components of a Business Plan:

1. Executive Summary.
2. Company Description.
3. Market Analysis.
4. Competitive Analysis.
5. Management and personnel.
6. Breakdown of Your Products and Services.
7. Marketing Plan.
8. Sales Strategy.
9. Financial documents.
10. Request for Funding.

Requirements for writing an innovative business plan. As a rule, an investor is interested in knowing the answers to eight basic questions:

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1. How capacious, profitable in terms of market conditions and promising is the market for the product or service, the release of which is going to be established.
2. What is the investment efficiency of the project compared to the usual market loan interest rate, which characterizes the simplest alternative to investing funds, for example, on a bank deposit.
3. How satisfactory in terms of price level and volume of supply, reliable in terms of non-deterioration of these parameters and access to supplies and services is the resource market selected in the business plan.
4. How significant and what are the competitive advantages of a young enterprise and its product, which would allow counting on the exclusion of existing competitors from the market.
5. What are the technical and commercial risks of the enterprise (project) and how and with what costs is it planned to minimize them.
6. What are the immediate prospects for the financial condition of the planned enterprise and the possibility of making a profit from it, what is the objective starting period for the temporarily unprofitable activity of the enterprise?
7. How much money, when, in what form and why exactly so much is required from a venture investor to start and further develop an enterprise.
8. To what extent is the planned policy of the enterprise thought out in terms of profit maximization in terms of the best combination of planned sales prices, product release volumes on the market, the structure of current costs and the amount of initial investment attracted.

Summing up a business plan is an important and necessary document for any organization and individual entrepreneur. Already now, most entrepreneurs have begun to realize the need to plan current and future

activities, since this will increase the efficiency of the business and significantly reduce its risks. The development of a business plan will make it possible to soberly assess the company, identify its weaknesses and strengths, determine what will be required to carry out its activities, assess the emerging prospects, anticipate possible difficulties, prevent them from developing into a serious problem, get to the bottom of the causes of difficulties, which means find ways to eliminate them. If we talk about the innovative section of the business plan, then a highly qualified manager must select the necessary components for such a business plan.

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