

## Lesson 1: Introduction to Business Plan

A **business plan** is (a) a **written document** that organizes and communicates the venture’s strategy, market, operations and financial expectations;

(b) a **planning process** that forces founders to test assumptions, collect evidence, and make choices;

(c) a **signal** used to communicate legitimacy, capacity and intent to external stakeholders (investors, lenders, partners). Good plans combine persuasive narrative with defensible data and clear assumptions (Scarborough & Cornwall, 2019).

**Task1: Match each English word to its definition.**

English Term	Arabic Translation	Definition
1-Venture	مشروع تجاري	a) People or organizations that have an interest in or are affected by the business (e.g. investors, customers, employees).
2-Assumptions	افتراضات	b) The description used to explain the business idea and convince others of its value.
3-Stakeholders	أصحاب المصلحة	c) A new business activity or startup, usually involving some risk.
4-Legitimacy	الشرعية / المصدقية	d) Data that is accurate, supported by evidence, and can be justified when questioned.
5-Narrative	سرد	e) Things you accept as true or expect to happen without having full proof.
6-Defensible data	بيانات موثوقة / مدعومة	f) The perception that the business is credible, trustworthy, and appropriate.

**Task 2 : Read the following business plan extract and answer the given questions.**

**Business Idea:** Eco-friendly reusable water bottles

**Text:**

“GreenSip aims to reduce plastic waste by offering stylish, eco-friendly reusable water bottles for young adults in urban areas. The global market for reusable bottles is growing rapidly, with a 2022 report from Statista showing a 15% annual increase in sales. We assume that each customer will buy one bottle every three months, and that production costs will remain under \$5 per bottle, allowing us to maintain a healthy profit margin.”

1- What’s the business idea of this plan ? .....

2- Identify the following parts.

**Persuasive Narrative:** Purpose:.....

