**INTRODUCTION**

The ITB Master of Business Administration (Magister Administrasi Bisnis) Entrepreneurship Program is a special program for business owner-operators. In terms of ownership it could be the sole proprietorship, partnership, or corporate; and it should be legal or will be legal under the Indonesian laws. As an operator the student should hold a strategic position, so he or she could organize his or her company to run while she or he is in class. The learning materials are best suited for learning by doing, without running a business the program will not be effective.

**BUSINESS PLAN ELABORATION**

The elaboration should cover most items below. It is normal if some could not be answered completely, but too many unanswered questions could be interpreted as unpreparedness.

**Candidate Name :**

|  |  |
| --- | --- |
| ***Product or Services***Description of the services or product to be sold | (e.g. clothes, books, bus service, taxi service, software, houses, etc). |
| Still an idea \* | Just running now ☐ | Already running for ….. months |
| Address (offline and or online) |  |

\* Note: the business should already run by the end of the first semester.

***Idea, Opportunity, and Business Concept***

1. Who needs your product/services?

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1. Why did you think that they need your product/services?

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1. Do you have any measurements about the quantity needed? Please show them (in a separate sheet, if needed) \*

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\* Note: estimates should be supported.

1. There are other similar businesses to compete. What is your competitive edge?

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1. How much money do you need to run your business until 36 months in the future? Prepare the calculation on a separate sheet.

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1. Of the money mentioned in #6, how much of your own money will you spend?

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1. Is technology a key in your business? If yes, please explain its strategic role in your business.

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1. Please describe the production processes of your business.

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***Projection***

Please estimate your revenue, profit, and the number of employees in your business. Attach the detail calculations in a separate sheet.

|  |  |  |  |
| --- | --- | --- | --- |
| **Estimation** | **Year 1** | **Year 2** | **Year 3** |
| Revenue (in rupiah) |  |  |  |
| Profit (in rupiah) |  |  |  |
| Number of Employees  |  |  |  |

Please explain the qualifications of your employees.

***Presentation Guide***

1. Your educational, organizational, and business background
2. Why are you passionate about MBA Entrepreneurship?
3. Explain your winning business idea.
4. Explain why you should be in the MBA Entrepreneurship class.
5. Don’t present other things including a Business Model Canvas.

***Explanation***

The explanation below is to guide only. Interviewer reserves the right to ask beyond the presented information.

1. Who needs your products/services? --- this question is raised to make sure that the candidate really understands the needs of the consumers.
2. Why did you think that they need your product/services? --- this is a request for further elaboration, especially the winning feature over other similar products/services.
3. Do you have any measurements about the quantity needed? --- it is easy to elaborate the needs, but it is not easy to measure the quantity needed.
4. What is your competitive edge? --- competitors will retaliate strongly if you take some of their market. How to fend off their reactions while keeping your market growing?
5. How much money do you need to run your business until 36 months in the future? --- to run a business while fending off competitors needs money. This requires a good financial calculation that should be mastered by any entrepreneur.
6. Of the money mentioned in #6, how much of your own money will you spend? --- this question measures the candidate’s willingness to deal with risks.
7. Is technology a key in your business? --- Technology is one of the most important sources of business advantage. If the candidate didn’t have one, the next question is the candidate’s source of business advantage.
8. Please describe the production processes of your business. --- a business is also a process to create value. Entrepreneurs should know the process in detail.