



PowerPoint Presentation Organiser

This is a guide to how your presentation should be set-up.

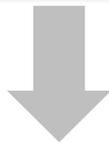
1. Title Slide

Business name
Your name
Date



2. Introduction to your business

Provide some details about and the major characteristics of your business



3. Legal structure

- What type of business structure will you select?
- e.g. Sole Proprietorship, Partnership or Corporation

4. Legal structure explanation

- Why did you choose this type of business structure?
- What advantages does this have over the other types?



5. SWOT Analysis - Strengths

- What do you do well?
- Do you have a skilled and motivated workforce?
- Do you function efficiently?
- Are you in a solid financial position?
- What advantages do you have over your competition?



6. SWOT Analysis - Weaknesses

- Do we have competent managers and staff?
- Have we experienced past failures?
- Does your business have limited resources?
- Is your business in a poor location?

7. SWOT Analysis - Opportunities

- Is the national economy strong?
- Are interest rates low?
- What are your possible new markets?
- Is the perception of your business positive?
- Has there been market growth that will create an opportunity?



8. SWOT Analysis - Threats

- Are there new competitors in the market?
- Are there changes in consumer behaviour, the economy or government regulations?
- Has there been a change in supplier prices or availability of materials?



9. Your response to the threats

- How will you respond to these threats and challenges?

10. Corporate Social Responsibility

- What not-for-profit will your business support?
- What does this organisation do?
- How will your business support this organisation?



11. Competitive advantage

- What are you going to do to give your business its competitive advantage?



12. Bibliography

- What resources did you use to research and complete this presentation? (Don't forget to include the images)