**แบบฟอร์มแผนธุรกิจแบบย่อ**

**1. สรุปความเป็นมาของธุรกิจ**

1.1 ชื่อเจ้าของธุรกิจ..........................................................................................................................................................

1.2 ชื่อกิจการ…………………………………………………………………………………………………………………………………………………….

1.3 ที่ตั้งของสถานที่ประกอบการ........................................................................................ ..................................................................................................................................................................... .............................................................................................................................................................................................

**1.4 ประเภทสินค้าหรือบริการ………………………………………………………………………………………………………………………**

**1.5 ตราผลิตภัณฑ์**........................................................................................... ....................................................................................................................................................................... ........................................................................................................................................................................**.......**

**1.6 แรงบันดาลใจที่ทำให้ประกอบธุรกิจ** (แนวโน้มอนาคต วิถีชีวิตของคนเปลี่ยนไป ความทันสมัย มรดกตกทอด กระแสสังคม มีทุนพร้อม เลียนแบบคนอื่น ยังไม่มีใครทำ ฯลฯ)

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**1.7 แนวคิดและความเป็นไปได้ในการดำเนินธุรกิจ** (บุคลิกภาพส่วนตัว มีทุนเพียงพอ แผนธุรกิจดีเยี่ยม ได้กู้แน่นอน มีที่ปรึกษาดี Profile ส่วนตัวดี มีผู้ร่วมงานที่ดี มีทำเลดี สภาพแวดล้อมธุรกิจดี ฯลฯ พร้อมหลักฐานรับรอง)

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**(SWOT)**

**2.1 จุดแข็ง** (ปัจจัยภายในองค์กรที่ทำให้กิจการมีความได้เปรียบคู่แข่ง)

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**2.2 จุดอ่อน** (ปัจจัยภายในองค์กรที่ทำให้กิจการเสียเปรียบคู่แข่ง)

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**2.3 โอกาส** (ปัจจัยภายนอกที่จะส่งเสริมหรือสนับสนุนให้กิจการเติบโตได้ในอนาคต)

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**แผนการตลาด (Marketing)**

**1 กลุ่มเป้าหมายหลัก/ กลุ่มเป้าหมายรอง** (ระบุคุณลักษณะของกลุ่มลูกค้าพร้อมเหตุผล ; STPMarketing**)**

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**2 ตำแหน่งทางการตลาด คำขวัญ (**ภาพของกิจการที่สะท้อนกลับจากลูกค้า / ชื่อเสียงของกิจการที่ลูกค้ารับรู้)

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**3 วัตถุประสงค์ทางการตลาด** (ระบุว่าเพื่อ ยอดขาย ส่วนแบ่งตลาด ภาพพจน์ ในเชิงปริมาณที่วัดได้)

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**4 การกำหนดกลยุทธ์ทางการตลาด**

**- กลยุทธ์ผลิตภัณฑ์ (Product)** (อธิบายว่าหน้าตาของผลิตภัณฑ์เป็นอย่างไร เช่น ลักษณะหีบห่อ สีสัน คุณสมบัติ และประโยชน์ที่ได้รับ ฯลฯ)

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**- กลยุทธ์ด้านราคา (Price)** (ระบุราคาขายต่อหน่วย วิธีการชำระเงิน : ชำระเงินสด/ เครดิต / ผ่อนส่ง)

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**- กลยุทธ์ช่องทางการจัดจำหน่าย (Place)** (ระบุแหล่งขายสินค้า ห้าง ร้าน ซุปเปอร์มาเก็ต ตลาดนัด E-Marketplace ; Lazada , ออนไลน์ e-Marketing / Digital Marketing , Facebook ,Line ,Taopao , Tmall / Alibaba)

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**- กลยุทธ์การส่งเสริมการขาย (Promotion)** (ระบุกลยุทธ์ที่จะใช้ นโยบาย ลด แลก แจก แถม การโฆษณา การประชาสัมพันธ์ การบอกต่อ การสื่อสารถึงลูกค้า เว็บไซต์ หรือ โซเชียลเน็ตเวิร์ก)

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**- กลยุทธ์เพื่อสังคม (Social Welfare)** (ระบุว่าต้องการทำอะไรเพื่อสังคมบ้าง)

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**5 การพยากรณ์การขาย** (คาดเดาถึงความเป็นไปได้ในการขายใกล้เคียงความจริง)

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|  | **ยอดขายรายวัน/บาท** | **ยอดขายรายเดือน/บาท** | **ยอดขายต่อปี/บาท** |
| **สินค้าที่1……………..** |  |  |  |
| **สินค้าที่2……………..** |  |  |  |
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**6 ค่าใช้จ่ายทางการตลาด** (คาดเดาถึงความเป็นไปได้ในค่าใช้จ่ายในการทำการตลาด)

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| **รายการ** | **บาทต่อเดือน** | **บาทต่อปี** |
| ค่าโฆษณา |  |  |
| ค่าส่งเสริมการขาย |  |  |
| ค่าเว็บไซต์ |  |  |
| ค่าอินเทอร์เนต |  |  |
| ค่าเช่าป้าย |  |  |
| ค่าเช่าร้าน (กรณีเช่าเพื่อจัดจำหน่าย) |  |  |
| ลด |  |  |
| แลก |  |  |
| แจก |  |  |
| แถม |  |  |
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**ค่าใช้จ่ายรวม\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_บาท/ปี** 🡪 ส่งแผนการเงิน

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| **7 รายละเอียด**  **กิจกรรม** | **ปีที่ \_\_\_\_\_\_\_** | | | | | | | | | | | |
| **January** | **Feb** | **Mar** | **Apr** | **May** | **June** | **July** | **Aug** | **Sep** | **Oct** | **Nov** | **Dec** |
| **1** |  |  |  |  |  |  |  |  |  |  |  |  |
| **2** |  |  |  |  |  |  |  |  |  |  |  |  |
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| **11** |  |  |  |  |  |  |  |  |  |  |  |  |
| **12** |  |  |  |  |  |  |  |  |  |  |  |  |
| **13** |  |  |  |  |  |  |  |  |  |  |  |  |
| **14** |  |  |  |  |  |  |  |  |  |  |  |  |
| **15** |  |  |  |  |  |  |  |  |  |  |  |  |
| **Total** |  |  |  |  |  |  |  |  |  |  |  |  |