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| **Marketing Manager**  Your role is to create the marketing section of the business plan.  Skills, Knowledge and abilities:   * Creativity * Good at drawing and design * Can construct questionnaires * Conduct research primary and secondary   What you are required to do:   * Market research and survey * SWOT analysis * Marketing campaign * Cost / benefit analysis of the product * Design a logo and slogan | **Finance Manager**  Your role is to create the finance section of the business plan.  Skills, Knowledge and abilities:   * Logical and planned * Good at mathematics * Data analysis * Can use excel / numbers   What you are required to do:   * Financial statements * Work out the costs of the business * Breakeven analysis * Cashflow forecast |
| **Operations Manager**  Your role is to create the operations section of the business plan.  Skills, Knowledge and abilities:   * Logical and planned * Can construct diagrams and flowcharts * Can make products * Training others for production   What you are required to do:   * Source costings of materials * Decide on what materials to use * Production planning * Distribution channels * Production of the product | **Human Resources Manager**  Your role is to create the human resources section of the business plan.  Skills, Knowledge and abilities:   * Works well with other people * Some mathematics * Care about wellbeing of staff and environment   What you are required to do:   * Write roles and responsibilities of your staff * Work out the salary and wages * Think about ways to promote wellbeing |

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| **Chief Executive Officer**  Your role is to be the leader and oversee the business and business planning.  Skills, Knowledge and abilities:   * Good Leader * Supportive * Proof reading * Mathematics   What you are required to do:   * Guide the team to create an innovative product * Write the vision and mission for business * Help complete components of the business plan * Write the executive summary * Read and check the business plan * Plan the presentation |  |