

University Of Abdelhafid Boussouf-Mila

Faculty of Economics, Commercial &

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Lecture One: Introduction to Business plans & Business English



Addressed To master one Students-Semester 1

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1. Introduction

In the business world, ideas alone are not enough. A person may have a great idea for a new company, a product, or a service, but if they cannot explain it clearly, nobody will support it. To turn an idea into reality, we need a business plan. A business plan is a written document that describes what the business wants to do and how it will do it. Investors, partners, and banks usually ask for a business plan before providing money or support.

A business plan is a fundamental document that outlines a company's goals and strategies. It serves as a roadmap for business operations, guiding decision-making and resource allocation.

By defining objectives and identifying potential challenges, it ensures strategic clarity. Business plans are essential tools for attracting investors and securing financial support. They also help entrepreneurs measure progress and adjust their strategies when needed.

At the same time, business communication requires a special style of English. This style is called Business English. It focuses on clarity, professionalism, and correctness. Using Business English helps people communicate effectively in professional situations such as meetings, emails, negotiations, and presentations.

2. Purpose and Importance of a Business Plan

A business plan serves several important purposes:

1. Clarifies the Business Idea:

It helps the entrepreneur define what the business will do, who the customers will be, and why the idea is valuable.

2. Provides Direction and Strategy:

It shows the steps needed to start and grow the business. It acts like a roadmap.

3. Helps in Decision-Making:

When questions or challenges arise, the business plan guides the entrepreneur to make choices based on goals and resources.

4. Attracts Investors or Funding:

Banks or investors will not risk money unless they understand the business clearly. A detailed plan builds trust.

5. Evaluates Feasibility:

It helps determine whether the idea is realistic, profitable, and sustainable.

In short, a business plan is not only for others, but also for the business owner themselves. It is a tool for planning, organizing, and succeeding.

3. Structure of a Business Plan

Although business plans may vary, most of them follow a similar structure. A typical business plan includes the following sections:

1. Executive Summary:

A short overview of the whole plan. It explains the purpose of the business and its main goals. Even though it appears first, it is usually written last.

2. Company Description:

This part describes the business: its name, location, history, mission, and vision.

3. Products or Services:

Explanation of what the business sells and why customers will want it.

4. Market Analysis:

Study of the customers, competitors, and the industry environment.

5. Marketing and Sales Strategy:

How the business will attract customers and encourage them to buy.

6. Operations and Management Plan:

Description of how the business will run daily and who will manage it.

7. Financial Plan:

Estimates of costs, revenue, profits, and financial needs.

Each part provides a clear answer to essential questions: What is the business? Who is it for? How will it succeed?

4. Introduction to Business English

Business English is a style of English used in professional communication. It is different from everyday English because it focuses on:

Clarity:

Ideas must be easy to understand. Avoid unnecessary words.

Conciseness:

Sentences should be short and direct.

Professional Tone:

Language must sound respectful, polite, and confident.

Example:

Everyday English:

- I think maybe we can try to lower the price a little.

Business English:

- We propose a price adjustment.

Why is Business English Important?

- It helps avoid misunderstandings.
- It creates a professional impression.
- It improves negotiation and presentation skills.
- It is essential in global business where English is the main language.

5. Common Features of Business English

Feature Explanation Example

Clear vocabulary Use precise words Instead of “thing,” say “product” or “service.”

Formal tone Polite and respectful "Could you please provide the report?"

Active voice Makes statements stronger "We will deliver the order" instead of "The order will be delivered."

Logical structure Information is organized Introduction → Details → Conclusion

Business English is less about using difficult words and more about choosing the correct and exact words.

6. Conclusion

Business plans and Business English are closely connected. A business plan requires clear communication to show the value of the business idea. Without clear language, the message may be misunderstood or ignored. Business English helps entrepreneurs express their ideas professionally and confidently.

In summary:

A business plan provides structure, direction, and strategy.

It helps attract support and funding.

Business English ensures clarity, professionalism, and effective communication.

Learning how to write and speak in Business English is an essential skill for anyone who wants to succeed in business environments, start a company, or work in international settings.

