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| **APERÇU DE L’ENTREPRISE**NONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONINCONNUNONOUIINCONNUNONOUIINCONNUNONOUIINCONNUNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONINCONNUNONOUIINCONNUNONOUIINCONNUNONOUIINCONNUNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONINCONNUNONOUIINCONNUNONOUIINCONNUNONOUIINCONNUNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONINCONNUNONOUIINCONNUNONOUIINCONNUNONOUIINCONNUNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONINCONNUNONOUIINCONNUNONOUIINCONNUNONOUIINCONNUNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONINCONNUNONOUIINCONNUNONOUIINCONNUNONOUIINCONNUNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONINCONNUNONOUIINCONNUNONOUIINCONNUNONOUIINCONNUNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONINCONNUNONOUIINCONNUNONOUIINCONNUNONOUIINCONNUNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONINCONNUNONOUIINCONNUNONOUIINCONNUNONOUIINCONNUNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONINCONNUNONOUIINCONNUNONOUIINCONNUNONOUIINCONNUNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONINCONNUNONOUIINCONNUNONOUIINCONNUNONOUIINCONNUNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONINCONNUNONOUIINCONNUNONOUIINCONNUNONOUIINCONNUNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONINCONNUNONOUIINCONNUNONOUIINCONNUNONOUIINCONNUNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONINCONNUNONOUIINCONNUNONOUIINCONNUNONOUIINCONNUNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNON |
| **NOTRE VISION** |   |
| **NOTRE MISSION** |   |
| **LE SERVICE QUE NOUS FOURNISSONS** |   |
|  |  |  |  |  |  |
| **ANALYSE DU MARCHÉ** |
| **QUI NOUS CIBLONS** |   |
| **LE PROBLÈME QUE NOUS RÉSOLVONS** |   |
| **NOS CONCURRENTS** |   |
| **NOTRE AVANTAGE CONCURRENTIEL** |   |
|  |  |  |  |  |  |
| **PLAN MARKETING ET COMMERCIAL** |
| **CANAUX MARKETING** |   |
| **SUPPORTS MARKETING** |   |
| **INCITATIONS DES CLIENTS (RECOMMANDATIONS, RÉDUCTIONS, ETC.)**INCONNUNONOUIINCONNUNONOUIINCONNUNONOUIINCONNUNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNON |   |
| **EXIGENCES EN MATIÈRE DE PERSONNEL/FORMATION** |   |
|  |  |  |  |  |  |
| **OBJECTIFS PRINCIPAUX ET INDICATEURS DE RÉUSSITE** |
| **LES OBJECTIFS QUE NOUS PRÉVOYONS D’ATTEINDRE DANS UN DÉLAI DONNÉ ET COMMENT NOUS LES MESURERONS** |
| **1** |   |
| **2** |   |
| **3** |   |

**MODÈLE DE PLAN D’AFFAIRES D’UNE PAGE POUR UN SERVICE**

**Échéancier des jalons**

Début

8/02

Jalon 2

16/02

Jalon 4

23/02

Jalon 6

03/03

Jalon 1

11/02

Jalon 3

20/02

Jalon 5

01/03

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