**Cynllun Busnes**

**Cynnwys y cynllun busnes:**

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| --- | --- |
| **Gweledigaeth:**   1. Y syniad busnes 2. Nodau busnes 3. Yr hyn sy’n gwneud y busnes yn wahanol 4. Ffactorau llwyddiant | **Marchnata:**   1. Ymchwil i’r farchnad 2. Hyrwyddo a hysbysebu |
| **Rhedeg y Busnes:**   1. Costau a derbyniadau |  |
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**Gweledigaeth**

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| **1. Syniad Menter:** |
| Rhowch ddisgrifiad cryno o syniad eich menter |
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|  |
| **2. Nodau Busnes:** |
| Beth ydych chi am ei gyflawni? |
|  |
|  |
| **3. Yr Hyn Sy’n Gwneud y Busnes yn Wahanol?** |
| Sut mae eich cynnyrch yn unigryw neu’n wahanol o’i gymharu â’r gystadleuaeth? |
|  |

**Gweledigaeth**

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| **4. Ffactorau Llwyddiant:** |
| Pam ydych chi’n credu y bydd eich busnes yn llwyddiannus? |
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**Marchnata**

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| **5. Ymchwil i’r Farchnad:** |
| Pwy yw eich cwsmeriaid? |
|  |
|  |
| Beth hoffai eich cwsmeriaid ei gael? |
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|  |
| **6. Hyrwyddo a Hysbysebu:** |
| Sut a ble fyddwch chi’n hyrwyddo eich syniad busnes? |
|  |

**Rhedeg y Busnes**

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| **7.Costau:** |
| Am ba bris y byddech chi’n gwerthu’r cynnyrch hwn i’r cwsmer ? |
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|  |

**Business Plan**

**Business plan contents:**

|  |  |
| --- | --- |
| **Vision:**   1. The business idea 2. Business aims 3. What makes the business different 4. Success factors | **Marketing:**   1. Market research 2. Promotion and advertising |
| **Running the Business:**   1. Costs and receipts |  |
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|  |  |

**Vision**

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| **1. Enterprise Idea:** |
| Give a brief description of your enterprise idea |
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| **2. Business Aims:** |
| What do you want to achieve? |
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| **3. What Makes the Business Different?** |
| How is your product unique or different compared to the competition? |
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**Vision**

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| **4. Success Factors:** |
| Why do you believe your business will be successful? |
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**Marketing**

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| **5. Market Research:** |
| Who are your customers? |
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|  |
| What do your customers want? |
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|  |
| **6. Promotion and Advertising:** |
| How and where will you promote your business idea? |
|  |

**Running the Business**

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| --- |
| **7.Costs:** |
| At what price will you sell this product to the customer? |
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|  |