

Create & Write Your Business Plan

Seminar outline

If you are a business owner, a business manager, or going into business for the first time, you will at some point need to develop a business plan. Whether you need to raise capital or create a clearer focus for your organization, a business plan is as necessary to the small business owner as a road map is to a traveler. The path to your final destination has a logical sequence; a good road map will allow you to reach your goal with less hassle and frustration. This workshop explains essential rules and strategies that you will need in order to develop a simple, yet valuable, 'road map' to a successful business.



Objective:

As an entrepreneur, you burst into the business world with fresh ideas and incomparable drive. Combine that energy with solid planning, and you have a formula for success! Your business plan gives you a road map that shows you where you're new or growing business is today, and how to get where you need to go.

Discover your unique selling advantages and use them to seize your share of the market

Promote the skills and experience of your employees and management team

This workshop is practical in format and procedure. Participants will create an actual Business Plan first draft which can be revised and implemented for immediate use. (*This workshop is not theoretical.*) Participants are expected to attend every session, complete assignments and give full involvement during each segment.

How to Grow Your Business



Business Plan Detailed Outline

Non-disclosure Agreement

Business Plan Summary

- The Enterprise
- Key personnel
- The offerings
- The Market & Marketing Strategy
- Milestones
- Financial Projections
- Revenue & Pre-Tax Income per Employee

The Enterprise

Business Objectives
History
Organization/Personnel factors
Key Personnel
Operational Factors
The Future



The Offerings

Description of Offerings
Current Market Status
Value to the Purchaser
Cost to Produce
Maintenance and Support

The Market

Description of Customers
Prospect Objectives
Market Segmentation
Market Size
Environmental Influences
The Prospect's Alternatives

The Marketing Strategy

Target Markets
Enterprise Image
Promotion Strategy
Image of your Offering
Publicity
Advertising
Pricing Strategy
Sales Organization
Channels of Distribution
Logistics
Customer Support

Competitive Analysis

The Development Program

Development Objectives
Organization
Market Status of Offerings

Personnel and Resource Schedules
Technology Involved

Operations/Production

Organization
Suppliers
Sub-contractors
Technology Involved
Quality Control
Inventory Control

Investment Capital

Initial Funding
Use of Funds
Return on Investment

Historical Financial Information

Historical Income Statement
Historical Balance Sheet
Historical Cash Flow

Financial Projection

Year 1 Income Statement
Year 2 Income Statement
5 Year Income Statement
Year 1 Cash Flow Statement
Year 2 Cash Flow Statement
Year 5 Cash Flow Statement
5 Year Balance Sheet
Financial Assumptions
Financial Ratios

Financial Charts

Five Year Profit & Loss Chart
One Year Break Even Chart
Two Year Break Even Chart
Five Year Break Even Chart
One Year Cash Flow Chart
Two Year Cash Flow Chart
Five Year Cash Flow Chart

Investment Capital



Historical Financial Information

Financial Projections

Business Plan Summary

Presentation Hints & Tips