

How to Prepare a Business Plan

A well-researched business plan is a critical component for creating a new business venture or introducing a new project or initiative in your organization. It is your portable document which forms the blueprint for your business. When seeking acceptance and commitment from financiers, stakeholders and decision-makers, it is a powerful tool for "selling" your idea and demonstrating your direction over time.

Seminar Objectives:

To provide a step-by-step process for putting information into a comprehensive business plan; to analyze how the document serves as a road map that clearly establishes direction, as a reference for measuring progress over time and is a tool for obtaining financing and/or capital for the business venture.

Topics:

- ◆ The Business Plan and the big picture: charting trends for your new venture
- ◆ The written business plan: words that sell and numbers that convince
- ◆ The executive summary and business description as first impressions on the reader
- ◆ Ownership, management, facility, and product/service details: risks and benefits
- ◆ Industry overview: market, and consumer research
- ◆ Market strategy: the total market, your projected market share, positioning strategies
- ◆ Competitive analysis: assessing their strengths, weaknesses, your competitive "edge"
- ◆ Pricing strategy, sales mix, and credit terms
- ◆ Promotion strategy: advertising, packaging, selling, public relations
- ◆ Distribution strategy: moving the product/service from creator to consumer
- ◆ Development and design: setting product, market and organizational goals
- ◆ Operations management: logistics of the business functions on an ongoing basis
- ◆ Licensing, legal issues and taxation issues to consider
- ◆ Researching and identifying start-up costs
- ◆ Conducting a break-even analysis of your new venture
- ◆ Seeking out and identifying sources of funds and financial arrangements
- ◆ Financial components: income statements, cash flow statements, and balance sheets
- ◆ Assessing your personal net worth
- ◆ Evaluating your business plan: a checklist

The Fast-Start Business Plan: capturing an opportunity without time or financing