



CREATING YOUR BUSINESS PLAN

BUSINESS MODEL

While there are many different ways to arrange and organize a business plan, the aim of every business plan is universal. It converts virtual, abstract ideas into a concrete and physical form that can be implemented. A written plan gives everyone a checklist of ALL the issues that must be addressed for your business to succeed

FEASIBILITY PLAN

A feasibility study should be conducted prior to writing a formal business plan. Together, the feasibility study and business plan will help entrepreneurs avoid many common mistakes at start up.

MARKETING PLAN

A successful entrepreneur learns how to position themselves for market opportunities. Their first step is to align their personal vision and values with their business mission, goals and objectives..

OPERATIONS PLAN

No owner or manager can do everything. You have to focus on the processes that create and deliver value for your customers. Other issues that come up simply have to take care of themselves or wait for another day. The trick is knowing which issues can spin out of control if ignored or fall apart without oversight.

FINANCIAL PLAN

The purpose of the Financial Section is to demonstrate, with numbers, that your idea will translate into a financial benefit. A business plan generally requires statements for three years.

GROWTH PLAN

What are the next steps for your business? Currently your sales are steady and operations are smoothing out. Its time to assess the costs of standing still or developing plan to expand.

