

Business Plans Made Simple

WORKSHOP DESCRIPTION: Individually tailored sessions designed to eliminate the confusion and uncertainty thereby enabling you to define and articulate your business objectives in a concise, persuasive, and realistic manner. The workshop focuses on the business planning process that simply explains where you are, where you want to go, and how you expect to get there.

WORKSHOP SUBJECTS:

The Business Plan	
<ol style="list-style-type: none">1. What is a business plan?2. Why you need a business plan3. Understanding the business planning process4. Pre-planning checklist	
Critical Step in writing a business plan	
<ol style="list-style-type: none">1. Audience & Funding Type2. Research & Information3. Collection Files4. General Industry Overview	<ol style="list-style-type: none">5. Financials6. Analysis7. Executive Summary8. Review & Editing
Business Plan Format	
<ol style="list-style-type: none">1. Executive Summary: <i>high-level overview that emphasizes the factors that will lead to success</i>2. Company Profile: <i>what business you are entering</i>3. Products and Services: <i>what you will be selling</i>4. Marketplace: <i>identify and explain your industry</i>5. Competitors: <i>identify and quantify your competition</i>6. Marketing Strategy: <i>how you will reach your prospects and customers</i>7. Operations: <i>how your business is set up</i>8. Finances: <i>how you will get revenue, control cost and manage expenses</i>9. Resources: <i>tools and support needed to start and continue operations</i>10. Extras: <i>appendices to support your skills and experience</i>	
Writing The Business Plan	
<ol style="list-style-type: none">1. Practical Exercise (templates and forms provided)2. Edit and Review	

Workshop Duration: 3 4-hour sessions
Cost: \$1,200