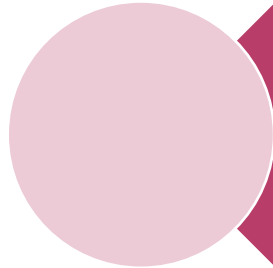


Writing a Business Plan

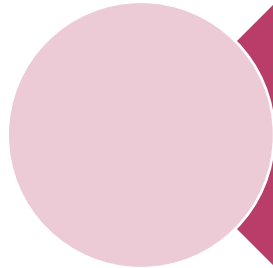
Introduction

- A business plan is a document that outlines your business's financial goals and explains how you'll achieve them.
- A strong, detailed plan will provide a road map for the business's next three to five years, and you can share it with potential investors, lenders or other important partners.

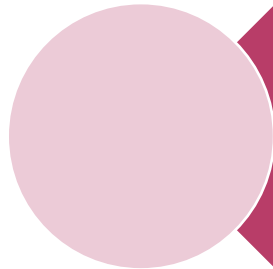
Purpose



**Establish a business
focus**



Secure funding



Attract executives

Steps

Write an executive summary

Describe your company

State your business goals

Describe your products and services

Do your market research

Outline your marketing and sales plan

Perform a business financial analysis

Make financial projections

Add additional information to an appendix

1. Write an executive summary

- This is the first page of your business plan.
- Think of it as your elevator pitch.
- It should include a mission statement, a brief description of the products or services offered, and a broad summary of your financial growth plans.

2. Describe your company

- Next up is your company description, which should contain information like:
- Your business's registered name.
- Address of your business location.
- Names of key people in the business. Make sure to highlight unique skills or technical expertise among members of your team.

3. State your business goals

- The third part of a business plan is an objective statement.
- This section spells out exactly what you'd like to accomplish, both in the near term and over the long term.

4. Describe your products and services

- In this section, go into detail about the products or services you offer or plan to offer.
- You should include the following:
- An explanation of how your product or service works.
- The pricing model for your product or service.
- The typical customers you serve.
- Your supply chain and order fulfilment strategy.
- Your sales strategy.
- Your distribution strategy.

5. Do your market research

- Lenders and investors will want to know what sets your product apart from your competition.
- In your market analysis section, explain who your competitors are.
- Discuss what they do well, and point out what you can do better.
- If you're serving a different or underserved market, explain that.

6. Outline your marketing and sales plan

- Here, you can address how you plan to persuade customers to buy your products or services, or how you will develop customer loyalty that will lead to repeat business.

7. Perform a business financial analysis

- If you're a startup, you may not have much information on your business financials yet.
- However, if you're an existing business, you'll want to include income or profit-and-loss statements, a balance sheet that lists your assets and debts, and a cash flow statement that shows how cash comes into and goes out of the company.

8. Make financial projections

- This is a critical part of your business plan if you're seeking financing or investors.
- It outlines how your business will generate enough profit to repay the loan or how you will earn a decent return for investors.

9. Add additional information to an appendix

- List any supporting information or additional materials that you couldn't fit in elsewhere, such as resumes of key employees, licenses, equipment leases, permits, patents, receipts, bank statements, contracts and personal and business credit history.
- If the appendix is long, you may want to consider adding a table of contents at the beginning of this section.