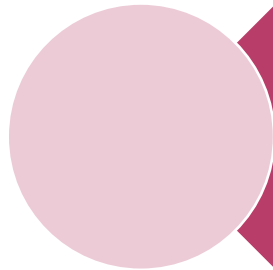


# Writing a Business Plan

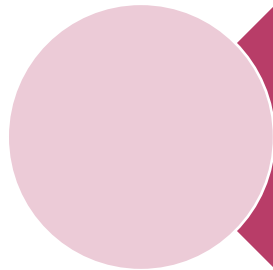
# Introduction

- 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.

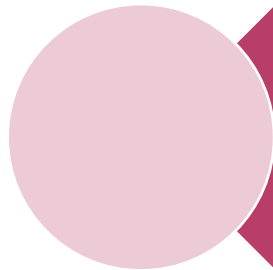
# Purpose



**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 the company

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

### 3. State the 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 products and services

- Products or services you offer or plan to offer.

Include the following:

- An explanation of **how your product or service works**.
- The **pricing model** for your product or service.
- The **customers** you serve.
- Your **supply chain** and **order fulfilment strategy**.
- Your **sales strategy**.
- Your **distribution strategy**.



## 5. Market research

- Lenders and investors would 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

- Address how you plan to **persuade customers** to buy your products or services.
- 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.