**Identify and explain the key variable in any business enterprise**A business plan is a written document that describes in detail how a business usually a startup and defines its objectives and how it is to go about achieving its goals. Hence it is written roadmap for the firm from marketing, financial and operational standpoints. The purpose of a business plan is to help articulate a strategy for strategy your business. It also provides insight on steps to be taken, resources required for achieving your business goals and a timeline of anticipated results.