**DEVELOPING THE BUSINESS PLAN**

A business plan is a key tool which is developed to assist the individual/group in achieving its goals and objectives. It is the detailed plan for proceeding with the business and is used to communicate the business's objectives to internal and external stakeholders. The proponents of the business will be measured based on the information and milestones detailed in the business plan. The plan will be used to seek both investment and debt capital. A business plan is the enterprise's presentation to the world and will be judged on how complete, organized and well-written it is.

The enterprise, with very few exceptions, should seek the services of a consultant who understands the industry and has had experience in developing business plans. The enterprise should be diligent in verifying the credentials and abilities of various consultants, as it is essential to have a well-written, sound plan. A good consultant will involve you in the process of writing the business plan to ensure the plan meets your needs and is fully understood. The business plan is a tool you will use to sell your idea.