

How To Write A Business Plan. Made Easy



Quick Start Workshop

Sample Business Plan

Business Plan Worksheets

By Shaunta Pleasant

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How To Write A **Business Plan...** Made Easy



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At this point you should know whether
you want to start a business or not.

There is always a chance that you will be the next
Bill Gates. If you don't get started;

How will you ever know the answer to that question?

It's up to you to get started, **Now!**

Business Plan & Start Up Newsletter

Join the **Business Plan & Start Up Newsletter** emailing list now and get frequent new monthly articles, up to date marketing tips, the real deal about **how to write a Business Plan**, and **Business Start Up Secrets** only the **pro's** knows...

http://www.yourbusinesspal.com/business_plan_and_start_up_newsletter.html

Business Plan & Start Up Newsletter is broken down into two business formats to help you succeed in today's ever changing business environment.

The first format is extremely useful Business Start Up and Operational Information. The next format includes **Business Plan** tips that can help you write a **Business Plan** that will work for **your business**.

We will throw in some **free business tidbits** that you can **order or download** from the **Net** that will be very valuable for you and your business.

Business Plan & Start Up Newsletter is for people that are **Absolutely Fed Up** with **working for someone else**. They have worked for someone else for a while now; they are **ready** to get started on developing their own business. And **ultimately** make their business **Super Successful**.

So that one day they can walk into their boss's office and tell him/her these two words...**"I Quit!"**

Who knows, perhaps that person can be YOU...

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Table of Contents

Business Plan & Start Up Newsletter	2
What Is A Business Plan?	8
How Do I Use This Manual For Maximum Advantage?.....	9
Why Write A Business Plan?	10
All Business Plans Are Not The Same, Because.....	10
Where To Start.....	11
Where Can You Get Free Or Low Cost Help?	12
Where Can I Find Reliable Search Information?.....	12
What Are The Essential Elements?	14
Introduction Section	15
Cover Sheet.....	15
Cover Sheet Sample.....	17
Table of Content.....	18
Table of Content Sample 1.....	18
Table of Content Sample 2.....	18
Table of Content Sample 3.....	19
Mission Statement.....	20
The Main Parts Of Your Mission Statement.....	21
Your Mission Statement Should Include These Components;.....	21
Putting The Mission Statement Together.....	22
Mission Statement Sample (With All Components) 1.....	23
Mission Statement Sample (With Some Components) 2.....	23
Mission Statement Sample (With Some Components) 3.....	24
Mission Statement Sample (With Some Components) 4.....	24
Mission Statement Sample (With Some Components) 5.....	25
Fact Sheet.....	26
Introduction Section Notes.....	27
Executive Summary	28
The Executive Summary Has Seven Main Components.....	28

Introduction.....	28
Introduction Sample.....	29
Product/Service.....	30
Product/Service Sample.....	30
Target Market.....	30
Target Market Sample.....	31
Competitive Position.....	31
Competitive Position Sample.....	31
Goals and Objectives.....	32
Goals and Objectives Sample.....	32
Management.....	32
Finances.....	33
Finances Sample.....	33
Executive Summary Sample 1.....	33
Sample Executive Summary 2.....	35
Executive Summary Sample 3.....	36
Executive Summary Notes.....	38
Company Plan.....	41
Company Description.....	41
Company Accomplishments.....	42
Property Owned.....	43
Company Assets.....	43
Company Goals.....	43
Company History.....	44
Company Philosophy.....	44
Contracts.....	44
Legal Formation.....	44
Location.....	45
Merchandising Plan.....	45
Product Description.....	45
Proprietary Rights.....	47
Suppliers.....	47
Company Plan Notes.....	48
Company Profile.....	49
Company Profile Sample.....	50
Company Profile Notes.....	51
Marketing Plan.....	53
Marketing Description.....	54
Marketing (Industry Trends).....	54
National Economics Trends.....	55
Target Market Description.....	56
Competitor Description.....	59

Competitor Analysis.....	59
Product/Service Description.....	62
Product/Service Overview.....	63
Pricing Strategy.....	64
Pricing Strategy Worksheet.....	65
Sales Strategy.....	67
Advertising Strategy.....	68
Distribution Strategy.....	71
Customer Service.....	73
Credit Policy Strategy.....	74
Packaging Strategy.....	74
Warranty Strategy.....	74
Marketing Test.....	74
Marketing SWOT.....	75
SWOT Analysis.....	76
SWOT Is A Valuable Tool That Will Help You To;.....	77
How Do You Do A SWOT Analysis On Your Business?.....	78
Marketing Plan Worksheet.....	79
Marketing Plan Notes.....	88
Operating Plan.....	91
Daily Operations.....	91
Banking.....	92
Board of Directors.....	92
Professional Consultants.....	92
Management Team.....	93
Manpower.....	93
Operating Plan Notes.....	94
Financial Plan.....	96
Expenses.....	96
Capital Plan.....	97
Accounts Payable.....	97
Capital Sources.....	97
Loan Requirements.....	98
Summary of Financial Needs.....	98
Financial Statement.....	98
Income Statement.....	99
Income Statement Sample.....	99
Income Statement Worksheet.....	100
Balance Sheet.....	100
Balance Sheet Sample.....	101
Balance Sheet Worksheet 1.....	101
Balance Sheet Worksheet 2.....	102

Cash Flow Statement	103
Cash Flow Statement Sample1	104
Sources of Cash Flow Statement Worksheet	105
Cash Flow Statement Worksheet 1.....	106
Cash Flow Statement Worksheet 2.....	107
Income Projection Statement Worksheet.....	110
Financial Plan Notes.....	112
Supporting Documents/ Appendices	113
Quick Start... Business Plan Work Shop	114
Business Plan Sample... Cover Sheet	127
Business Plan Sample... Table Of Contents	128
Business Plan Sample... Executive Summary	129
Business Plan Sample... Mission Statement	132
Business Plan Sample... Marketing Plan	133
Business Plan Sample... Product Strategy	135
Pricing Strategy Worksheet	138
Marketing Plan Worksheet	140
Income Statement Worksheet	149
Balance Sheet Worksheet 1	150
Balance Sheet Worksheet 2	151
Sources of Cash Flow Statement Worksheet	153
Cash Flow Statement Worksheet 1	154
Cash Flow Statement Worksheet 2	156
Income Projection Statement Worksheet	160
The Bottom Line.....	162
Notes	163

Business Plan Samples.....	166
Bar Business Plan.....	167
Car Wash Business Plan.....	175
Coffee Shop Business Plan.....	183
Construction Business Plan.....	191
Day Care Business Plan.....	200
Ecommerce Business Plan.....	209
Franchise Business Plan.....	217
Hair Salon Business Plan.....	225
Hotel Business Plan.....	233
Internet Business Plan.....	242
MLM Business Plan.....	250
Night Club Business Plan.....	258
Non Profit Business Plan.....	266
Real Estate Business Plan.....	274
Restaurant Business Plan.....	283
Retail Business Plan.....	291
Tanning Salon Business Plan.....	299

What Is A Business Plan?

Writing a business plan is one of the most important aspects of starting a business in today's every changing environment.

Why is writing a business plan so important?

This is the question you will need to ask yourself over and over again. And once you come up with the answer that is right for your business, you will be ready to get started...

Starting a business in today's ever changing environment is a challenge in itself. So many entrepreneurs are jumping into business ownership without first planning their new venture.

The importance of planning your business cannot be over emphasized.

By taking an unbiased look at your business, you can identify areas of weaknesses and strengths that you might otherwise overlook. Planning can mean the difference between your business being a successful one, or it being a failure.

The idea of a plan is to help keep you mentally focused. In a sense it is sort of like a goal. You write it down, follow it and make changes and updates as needed.

This is so that you can **keep everything in proper perspective**, because without a step by step business plan, there is no way you can keep your business running successfully, **unless you are just a super lucky person...**

What are the chances of that being true? Not Much.

Writing A business plan is simply the process you'll use to organize your business goals and strategies. It is a written expression of your business ideas. And, it also provides information needed for others to evaluate your business. A thorough business plan can help if you are seeking assistance from a financial lender.

It will let the lender know that you are serious, and also let them know that you are working and planning for your business to ultimately be successful.

Every business plan is dynamic. Each business has its own unique personality and is different from any other one. Your business plan should reflect your businesses uniqueness.

How Do I Use This Manual For Maximum Advantage?



This manual is intended to aid you in the preparation and the writing of your business plan for your business.

The first part of it is written to help you write your business plan. There is plenty of note space for you to take notes as you move through it. You can also take additional notes on other paper as needed.

You should write your business plan as you go through this manual.

Or,

You can go to the **Quick Start...Business Plan Work Shop.**

This section is written for those of you that want to write a quick little business plan in a speedy amount of time.

This section also includes some worksheets in a printable form. You can use these worksheets to help you figure out some of the financial information that your business will need to complete.

Why Write A Business Plan?

You should write a business plan because it is the **“tool”** to understand **how your business is put together**. This process will help you to learn how to manage your company in a more effective and efficient manner. It will help you to become an expert in your industry.

At this point you should know whether you want to start a business or not. There is always a chance that you will be the next Bill Gates. If you don't get started; **how will you ever know the answer to that question?**

Once you have made the decision and totally understand that it is **not all smooth sailing, but actually more work then you can imagine.**

If you are really ready; let's get started... The next thing you will need to do is prepare to write your **business plan**. The reason you need to write one, is because, it will help you plan your business. Just the simple act of writing it really helps you to take the idea of business ownership seriously.

It forces you to take an unemotional look at what you are putting together, on what you are planning and it helps you to properly and effectively work toward your business success.

You can put it together yourself or have one professionally prepared for you.

All Business Plans Are Not The Same, Because...

All business plans are not the same, because businesses are different...

All business plans are not the same, because the products/services are different...

All business plans are not the same, because they are written by different people...

All business plans are not the same, because they are written for different reasons...

All business plans are not the same, because they vary in importance...

Where To Start



Write your business plan

Know your audience

Make it neat and clear

Know your business

Know your plan

Get help, if needed...

Where Can You Get Free Or Low Cost Help?

There are several organizations that [offer free or low cost assistance](#) in preparing a business plan;

Continuing Education Center

Local University Outreach Center

Local University Extension Office

Small Business Development Center

Small Business Administration

Service Corps of Retired Executives (SCORE)

Women Business Center

Where Can I Find Reliable Search Information?

All of the places listed above and also;

Business Related Associations

Networking

Internet

Directories

Library

Focus Groups

Books

Statistics

Newspaper Articles

Most cities have these or similar organizations. Look in your local white pages or contact your local government office for help locating them.

When it comes to preparing your business plan, you are going to organize it to fit your particular (business) circumstances. A business plan should be one of the first things a start up or new business should have before you get too involved in your business.

It is best to plan it before you start it.

What Are The Essential Elements?

A **business plan should convey your business goals and the strategies you'll use to meet them.** Your goals should include ways to confront potential problems, the organization structure of your business and the amount of capital required to finance your venture and keep it going until you break even and ultimately move into a positive financial future.

The one thing that is really great about writing a **business plan** is that your business is going to be uniquely yours. You don't have to stick to a specific or absolute guide line. You can add, change and/or delete any part of your business plan. You can put in the ideas that you feel are appropriate for your company.

It should include an;

Introduction Section

Executive Summary...

Company Description...

Marketing Strategies...

Operations Plan...

Financial Strategies...

Supporting Documents/Appendices...

Introduction Section

The introduction section should include four basic elements. It should include a;

Cover Sheet

Table of Contents

Mission Statement

Fact Sheet

A nicely organized Introduction section of your business plan should convey to the readers, a) who your business is b) what type of business you are c) and what you are trying to achieve with your plan.

Cover Sheet

The purpose of this page is to show the viewer of it who your company is.

This page should include;

Company Name

Your Cover Sheet should name your company.

Contact Information

The Contact Information should give the name of the contact person. This section should include the address and the phone number of the company. Any fax numbers, email addresses and Internet sites should be included also.

Company Logo

If your company has a logo, it is a good idea to add it to the cover sheet.

Company Trademark

You should also add your company trademark or registered trademark.

Cover Sheet Sample

Copy No . _____

Given To : _____

Confidential

Business Plan

Interested parties should contact:

Sample Business Plan
Shauna Murray
PO Box 435
St. Louis, MO 63032
314-837-1392
smurray@yourbusinesspal.com
<http://www.yourbusinesspal.com>

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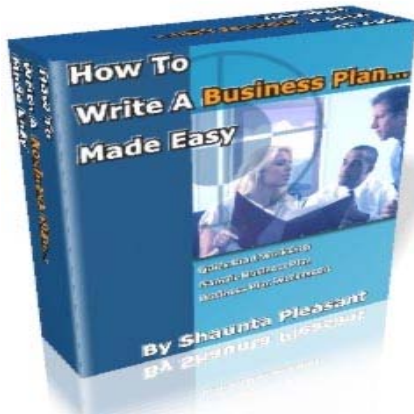
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Do You Think A Business Plan Will Help Your Business Advance To The Next Level?

Most people assume that it is difficult to prepare a business plan. Nothing could be further from the truth. It is easy to do...

Writing your business plan is one of the most important aspects of starting your business in today's ever changing business environment...



Your business plan can help with;

Saving on accounting fees...

Saving on attorney fees...

How can your business plan help with some of these fees?

Well, with a properly prepared business plan it will point you in the right direction to help you avoid overpaying those fees...

But, what are the steps you need to take to get your business plan written in a manner for a lender to give you a second look?

These steps will be included in your Financial Strategy...

Your business plan can provide potential lenders with details that may help you with getting financed.

So how do you get started?

So many entrepreneurs are jumping into business ownership without first planning their new venture. A business plan is one of the first things you will need to write before you get to far alone into business ownership.

How To Write A Business Plan... Made Easy

Everything banks, lenders and the SBA look for! Produce your business plan quickly and easily... For entrepreneurs and small-business owners.

<http://www.business-plan-made-easy.com>