

Business Plan Development

What is it?

Every significant undertaking should have a master plan. You know, better than anyone, just how significant an undertaking your business is. If you are like most business owners, you have most or all of your master plan in your head. However, if it is in your head, it is not on paper. It not being on paper creates two major weaknesses: 1) the plan remains fluid and abstract, and 2) it is not readily communicable to others. You would not dream of trying to build a house out of the ideas in your head. You would draw a set of plans, in order both to test and review your vision and to show those assisting in its execution what they should be doing. In the same light, lenders and investors commonly want to see a business plan before they will fund you.

What benefits should you expect?

- A document that allows you to make specific business decisions in the context of your overall plan
- A plan that forms a solid foundation of ideas upon which to build the company and map your plan for the future
- A document that provides a starting point for internal department planning and policy and procedure development
- A document that communicates the business' vision and goals to internal resources
- A plan to help you avoid pitfalls and problems as your business grows
- A document that communicates your business ideas, assets and strengths to those interested in doing business with your company, including financial institutions

What do we accomplish for you?

- Document the goals of your organization by interviewing the business owner and other key personnel
- Analyze the business' goals to see if the current marketing, financial and management plans along with the current infrastructure support these objectives
- Help clarify and document the vision and mission of your business
- Define the markets in which your business operates (or desires to operate)
- Define and document the products and services offered by your company
- Assist with creation of financial and resource utilization projections
- Help you create strategic plan(s) from the business plan
- Help you translate your strategic plan(s) into tactical plans
- Help you translate your tactical plans into action checklists

What do we deliver to you?

We deliver a comprehensive business plan, designed for internal use, that is rich in detail and encompasses everything outlined above. In addition, we can produce a less detailed, more presentation-ready version, designed for delivery to financial institutions and other outside parties.

