



Small Business Seminar

Business Plans 101

Why Develop a **Business Plan?**

Before we start make a simple list of the reasons you as a business owner or manager should develop and use a business plan.

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SMALL BUSINESS SUPPORT CENTER

No fair peeking at the back side of this page!

Business Plan Thoughts Why Plan?

1. Entrepreneurs who plan, set goals, and then track their progress grow 30% faster
2. People who write a Business Plan are 2 ½ times more likely to get into business
3. People have been trained to write business plans, so they do and investors insist on it.
4. A business plan is a tool for understanding how your business is put together.
5. You can use it to monitor progress, hold yourself accountable and control the business
6. It is also a sales and recruiting tool for attracting key employees and future investors.
7. Writing out your business plan forces you to review everything at once: Define what you will do and just as importantly what you will not do
8. You'll end up spotting connections you otherwise would have missed.
9. You will use the plan for managing yourself, for operating the business
10. Define the specifics of Marketing. What is my message? Who is my audience?
11. Business plans are all about walking the walk. People who write business plans also do more stuff such as researching markets and preparing projections
12. Business Plans increase the chances an entrepreneur will follow through.
13. Skeptics and fans of business plans agree on one point: Securing funding almost always requires a formal plan.
14. "We didn't need to because we are our own investor," sounds good but why would you invest your own money without a plan?
15. A primary purpose of the business plan is to evaluate the feasibility of the business venture
16. The business plan describes the corporate culture mission.
17. Plans today no longer need the 20 to 40 pages prescribed by classic planners
18. Devote no more than five pages to income, cash flow and balance sheets and don't have any numbers that you can't explain instantaneously.
19. Conducting a feasibility study is a good practice as it provides many with keys points to make a go/no-go decision on the business or product startup.