

Why Business Planning Matters



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Business Planning: It's Your Future



Business Plan

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SUMMARY & FINANCIAL SUMMARY

BUSINESS DESCRIPTION

Location
Ownership
History
Infrastructure
Personnel
Size

PRODUCTS & MARKETS

Products
Target Markets
Promotion & Marketing

ANALYSES

SWOT (Strengths, Weaknesses, Opportunities, Threats)
Market Analysis
Comparative Business Analysis
Sensitivity Analysis

PLANNING & IMPLEMENTATION

Short & Long Term Goals, Objectives
Action Items

Summary

WHAT IS THE BUSINESS TRYING TO DO?

KEY ISSUES

WHAT YOU HOPE TO ACCOMPLISH



Financial Summary

KEY PAST AND PROJECTED FINANCIAL PERFORMANCE



Descriptions

BUSINESS

- *LOCATION*
- *OWNERSHIP*
- *HISTORY*
- *INFRASTRUCTURE*
- *PERSONNEL*
- *SIZE*

PRODUCTS & MARKETS

- *PRODUCTS*
- *TARGET MARKETS*
- *PROMOTION & MARKETING*

Research



Analyses

- **SWOT**
- **MANAGEMENT**
- **MARKET**
- **SENSITIVITY**



Planning

- Short Term Goals (1 year)
 - Intermediate Goals (2-5 years)
 - Long Term Goals (5+ years)
- *Goals: What do you want to achieve*
 - *Objectives: Set measurable outcomes to gauge progress*

Celebrate Successes!
Proactively manage change



Implementation

ACTION ITEMS

<i>Action Item:</i>	<i>What</i>
<i>Accountability:</i>	<i>Who</i>
<i>Cost:</i>	<i>How much</i>
<i>Objective:</i>	<i>Why</i>
<i>Target Date:</i>	<i>When</i>
<i>Status:</i>	<i>Where are you at</i>

Financial Data

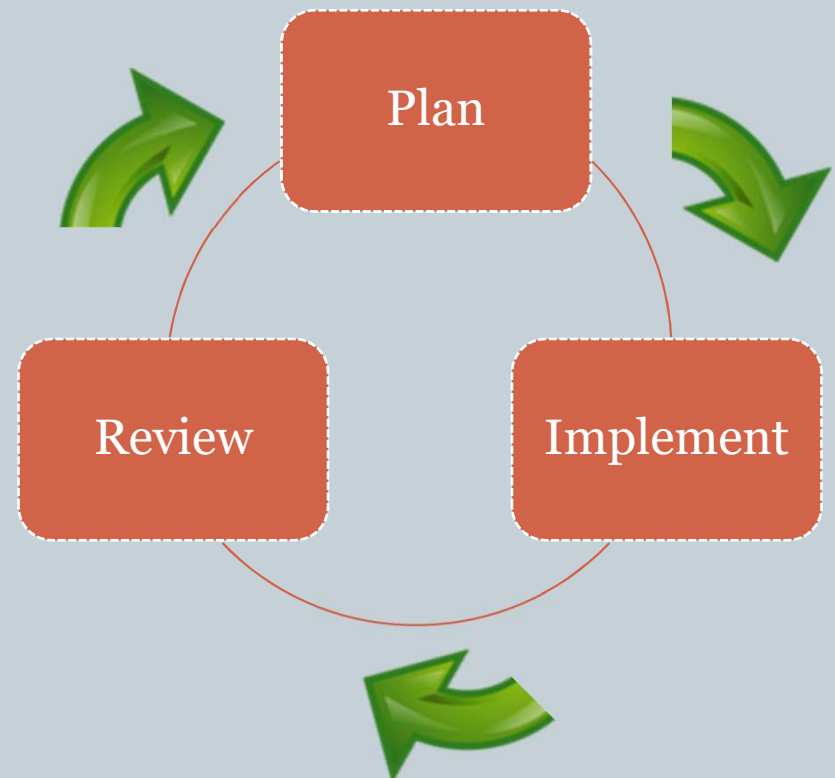
3 KEY FINANCIAL TOOLS:

CASH FLOW PROJECTION- MONEY MANAGEMENT

INCOME STATEMENT- PROFITABILITY ANALYSIS

BALANCE SHEET- EQUITY/NEST EGG CHECK

The Annual Planning Process



The culmination: business plan complete, onto implementation!

