

HOW TO WRITE A BUSINESS PLAN



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NC'S #1 SMALL BUSINESS FACILITATOR



WELCOME & AGENDA

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- Complete Evaluations



WHY DO YOU NEED A PLAN?



4 REASONS TO COMPLETE YOUR BUSINESS PLAN

1. Road Map
2. Clear Vision of your Business
3. Clear Understanding of Roles & Needs
4. Gain Financing or Office Space



WHY HAVEN'T YOU COMPLETED A BIZ PLAN

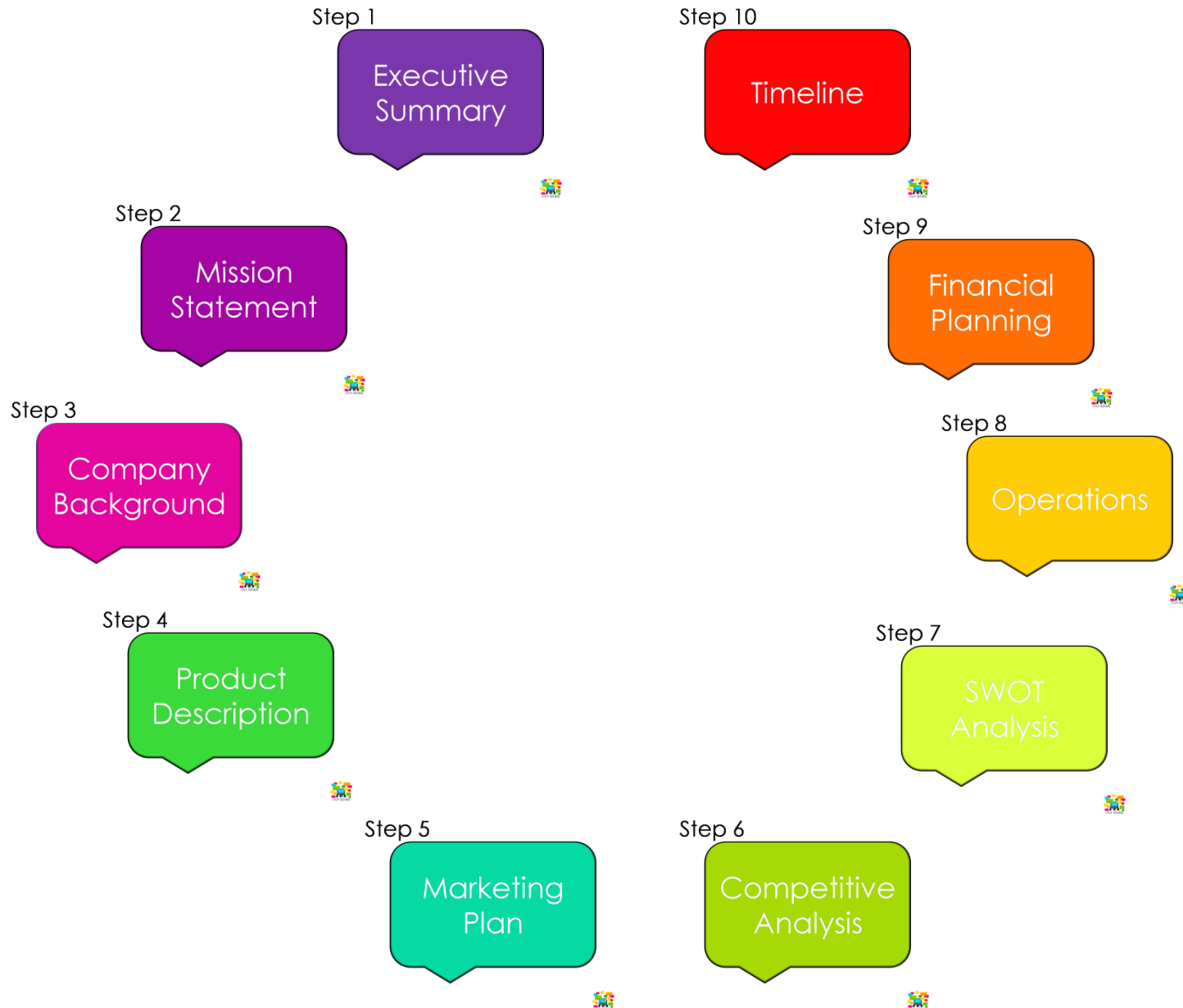


TOP 4 REASONS YOUR BUSINESS PLAN IS NOT DONE

1. Time
2. Not Sure What to put in the Plan
3. Not Comfortable with the Financials
4. Didn't Feel Like you NEEDED a Plan



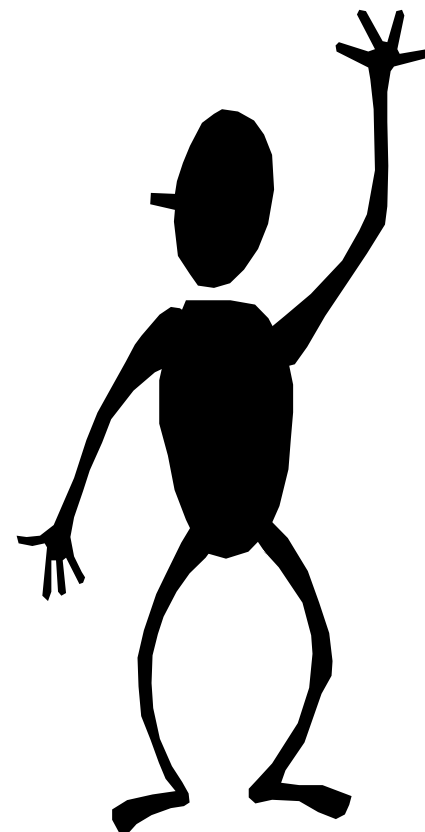
BUSINESS PLAN IN 10 STEPS





EXECUTIVE SUMMARY

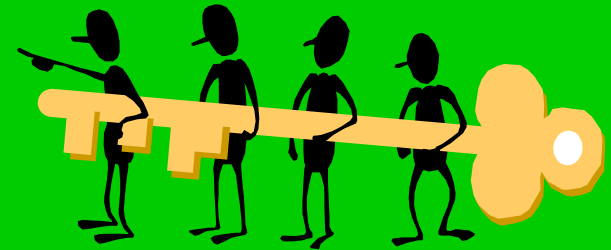
- ✓ Create a name or reevaluate the name of your business.
- ✓ Does it integrate well with what you are selling?
- ✓ Is it easy to spell and remember?
- ✓ Is it a name that can be well branded over time?





MISSION

- Defines what your business does.
- What activities it performs?
- What is unique about your business?
- Stands out from competitors.
- Why are you necessary?





BACKGROUND

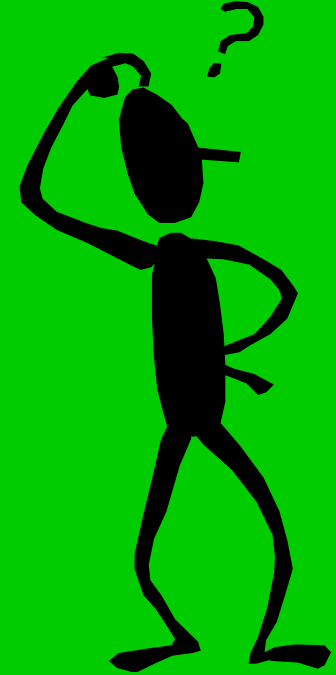
- Education
- Experience in the field
- Years Established
- Management Team





PRODUCT & SERVICE

- What do you sell?
- Write a description.
- What are your top 3 products/services based on revenue?
- How much are your products?





MARKETING

CHOOSE YOUR TOP 3

Traditional Marketing

- Word of Mouth
- Flyers /Brochures
- Business Cards
- Newspaper/Magazines
- Billboards
- Website
- Print Newsletter
- Mail

Future Oriented Marketing

- Social Media
- Text Messaging
- Mobile App
- Mobile Site
- Landing Page
- Videos
- Email Newsletter
- Online Newspapers





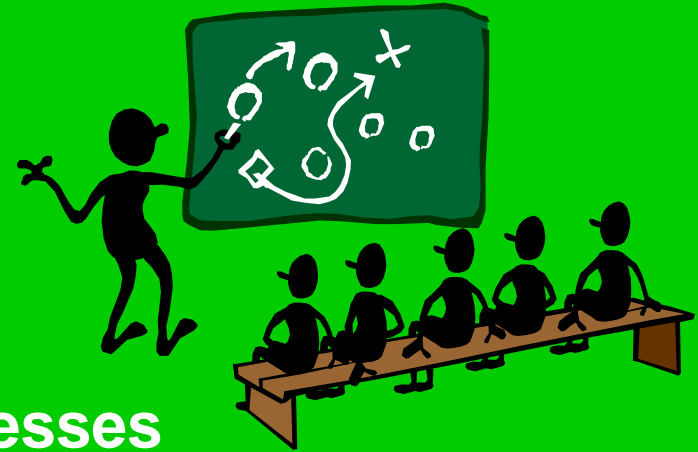
COMPETITION

Library Databases

- Reference USA
- Simply Map

Competitive strengths and weaknesses

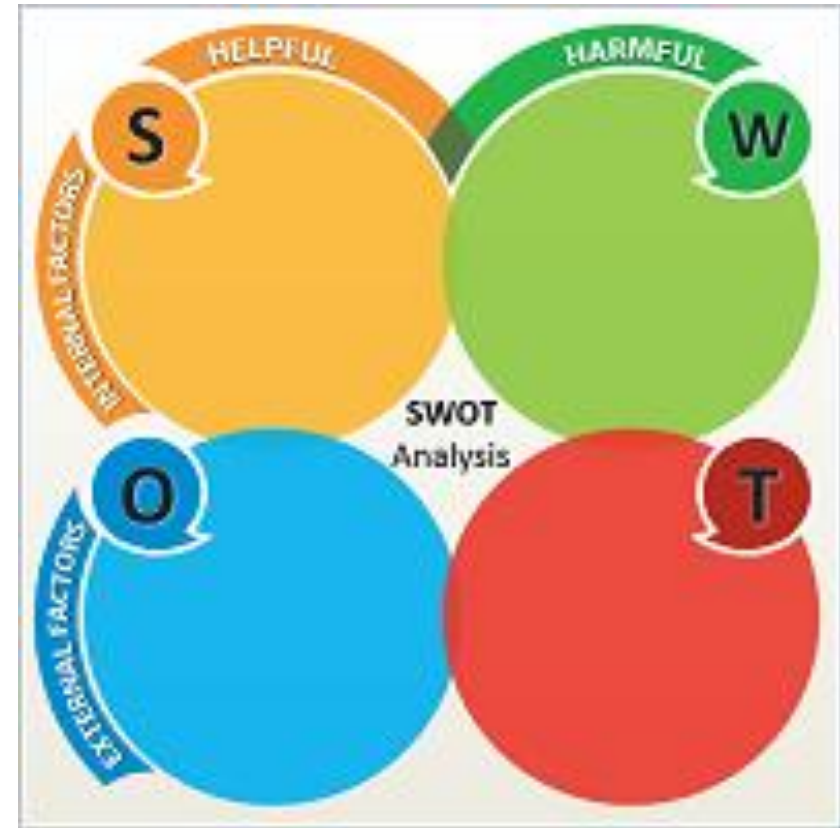
- Risks and hurdles
- Industry Trends
- Assessment of the market





SWOT ANALYSIS

- Build on your strengths
- Resolve your weaknesses
- Exploit opportunities
- Avoid threats



OPERATIONS

Strategy for implementing the business plan. Use assumptions developed here in the financial sections:

- ❑ Marketing Strategy
- ❑ Production Plan
- ❑ Personnel
- ❑ Customer Support
- ❑ Future research & development plans
- ❑ Plan to stay technically current





FINANCIAL PLANNING

- Create budgets to achieve business objectives
- Control of your cash flow
- Accounts Receivable/Payable
- Due Dates/Loan Payments





TIMELINE

- ❑ Clearly define what you want to achieve with your business
- ❑ Make sure they are quantifiable and set to specific time lines
- ❑ Set specific goals for each of your products or services.



GIVE IT TO THE PEOPLE!



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