

Workshop Three

The Business Plan

A Business Plan is a Written Document

Business Plan Applications

- Ongoing, Continuous Process
- An Operating Manual
- A Selling Tool

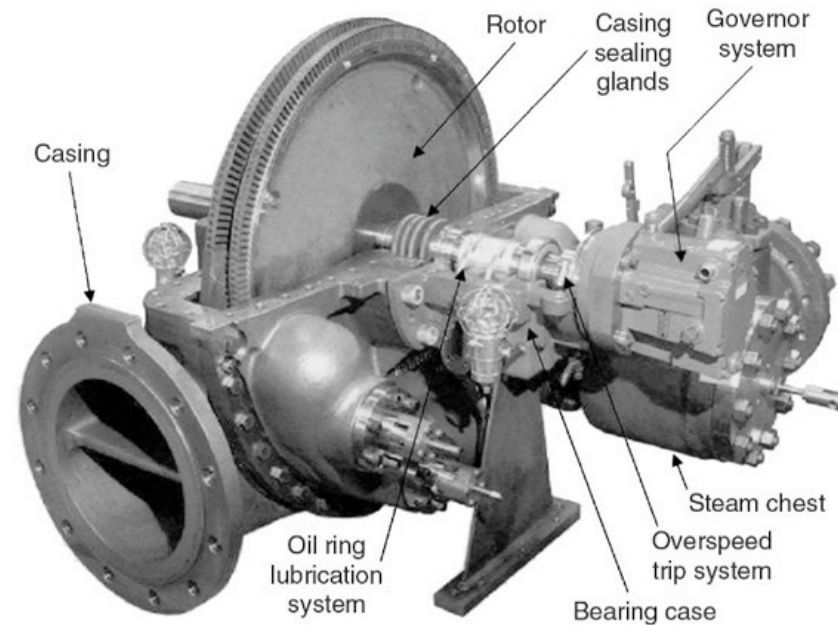
Three Principle Areas

- Operations
- Marketing
- Finance

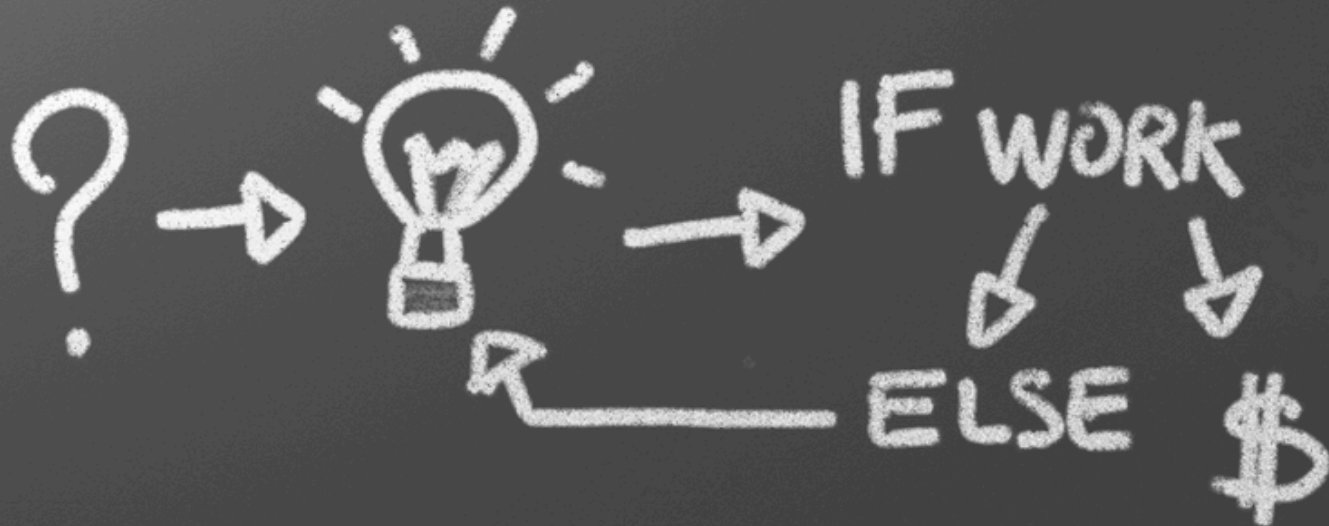


And, Now, The Details

- Vision and Mission Statement
- Product
- Product Fulfillment
- Physical Infrastructure
- Manufacturing
- Staffing
- Marketing
- Finance
- Quality Control
- Entrepreneurship



BUSINESS-PLAN



Physical Infrastructure

- Property
- Equipment
- Vehicles
- Data Processing
- Communication
- Supplies
- Insurance
- Security
- Maintenance



Manufacturing

- Specialized Equipment
- Specialized Training
- Patents and Plans
- Raw Materials
- Safety and Environment
- Quality Control
- Production Scheduling
- Detailed Costing
- Warehousing



Quality Control

- Quality Objective
- Mediocrity-Creep
- Customer-Driven
- Crisis Management
- Priorities
- Flexibility
- Profit-Sharing
- Internal Communications
- Documentation



Let's Discuss Cash Flow!

- Finance for a small business means “cash flow”.
- And, cash flow means “forecasting inflows and outflows”.
- Inflows are based on a forecast revenue stream that is calculated via a detailed analysis of prospective pricing and expected volume.
- Outflows vary depending on the type of business:
 - Cost of Goods Sold
 - Wages
 - Facility and Equipment
 - Utilities and Supplies
 - Marketing and Promotions
 - Accounting and Fees

