



BUSINESS PLAN IN AN HOUR

THE PIKES PEAK SMALL BUSINESS DEVELOPMENT CENTER HAS BEEN DEDICATED TO HELPING EXISTING AND NEW BUSINESSES GROW AND PROSPER FOR MORE THAN 30 YEARS.



**FREE
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SBDC Consultant,
Owner, The Center for Powerful Living

Consulting Expertise Includes:









- General Business Consulting
- Health & Wellness
- Marketing, Business, & Strategic Planning
- Leadership Development
- Product Development

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This workshop will help you articulate the following areas of your plan:



*Click the
button to
jump to a
section*

-  **Business Model**
-  **Business Concept**
-  **Market Need**
-  **Management**
-  **Competition**
-  **Target
Market/Marketing**
-  **Operations**
-  **Funding Needs**

How will a business plan help you?

It's a how-to instructional guide for your business.

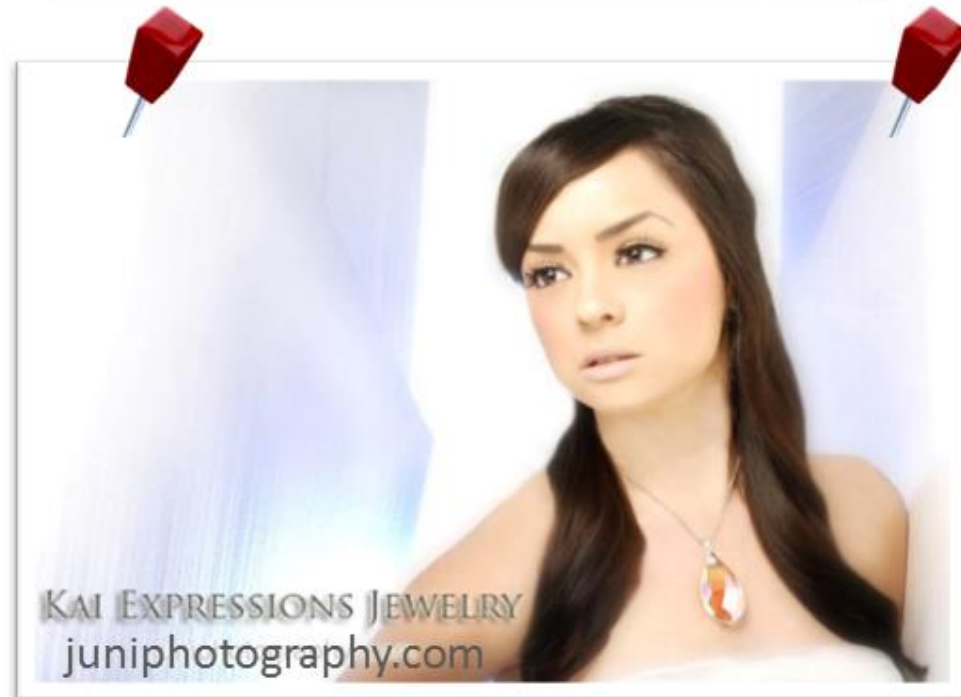
I need a roadmap to build my foundation and reduce stress along the way.



How will a business plan help you?

It will help you put your vision on paper so you have a clear goal and know where you want to go.

You may think you will design jewelry seen on a runway model but your trial and error only results in local sales.
Pin a picture of your vision.



How will a business plan help you?

It lets you share your vision with your stakeholders (partners, clients, family, etc).

You can express yourself in 5 paragraphs, 5 pages, or 50 pages. There is no required length for a business plan.

I hope my family is understanding of my dreams for us.



Simplify the writing process

Start By Answering the Five Basics: What, Why, Where, Who & How



Start by brainstorming.
Just write 2-5 word answers and
then turn those responses into
complete sentences.

By completing this workshop, you
will describe your business model,
business concept, market need,
competition, management,
operations and funding needs.

BUSINESS MODEL

What are you
selling?



BUSINESS MODEL



I have priced my products/services for a profit.

FIVE BASICS: WHAT

Brainstorm and write 2-5 word answers for each question and then revise them into complete sentences. This will become your Business Model section.

- **What product(s) or service(s) are you selling?**
- **Who are you selling it to?**
- **What are you charging for each item?** Give a range for each product, product line, service or service group

BUSINESS CONCEPT

What is your idea?



BUSINESS CONCEPT



I know it's time to launch my business idea.

FIVE BASICS: WHAT

Brainstorm and write 2-5 word answers for each question and then revise them into complete sentences. This will become your Business Concept section.

- **What is the name of your company? Where are you located?**
- **What is a one-line description of what your company offers?**
- **What makes your company unique?**
- **What FEATURES make your product/service different?**
- **What BENEFITS will your customers get from your product or service?**

MARKET NEED

Why is there
a demand?

MARKET NEED



I have research
that proves the
demand.

FIVE BASICS: WHY

Brainstorm and write 2-5 word answers for each question and then revise them into complete sentences. This will become your Market Need section.

- **Why do you want to start or expand this business?**
- **Why do people currently buy products or services that are similar to yours?**
- **What are some statistics to describe the market need?**

MANAGEMENT & STAFFING NEEDS

Who will run your
company?

MANAGEMENT



I know who I need
to help me.

FIVE BASICS: WHO

Brainstorm and write 2-5 word answers for each question and then revise them into complete sentences. This will become your Management section.

- **Who will manage the company?**
- **Why are they qualified?**
- **What positions will you need to fill now or in the near future? How many people will you need on your payroll in total including independent contractors?**

Starting out, you are the....

FINANCE/LEGAL

Entering numbers into a spreadsheet or QuickBooks® ...

SALES & MARKETING

Making sales calls, updating your website, posting content online, attending networking events...

OPERATIONS

Designing, producing or manufacturing the product or service, shipping packages...

OTHER

Buying supplies, handling customer service, other...

*Chief
Everything
Officer*



COMPETITION

Who is selling what
you are selling?

COMPETITION



I need to stand out from the rest.

FIVE BASICS: WHO

Brainstorm and write 2-5 word answers for each question and then revise them into complete sentences. This will become your Competition section.

- ❑ **Who is your direct competition? Which of your competitors sell exactly what you sell?**
- ❑ **Who is your indirect competition? Who sells products that could be used as an alternative to your product? What types of companies?**
- ❑ **What is your competitive advantage?**

TARGET MARKET

Who will buy your
product or service?

TARGET MARKET



I have different
wants and needs.

FIVE BASICS : WHO

Brainstorm and write 2-5 word answers for each question and then revise them into complete sentences. This will become your Target Market/Marketing section.

- **Where are your customers located?**
- **Who is going to buy your product or service? What do they look like?** Describe your target market in a couple of sentences.

TARGET MARKET

Brainstorm and write 2-5 word answers for each question and then revise them into complete sentences. This will become your Target Market/Marketing section.

■ Where will you promote your company?

- EXTRA:
In addition to your customers, who is going to benefit from your company's existence? The environment? Your community?



I have different wants and needs.

FIVE BASICS : WHO

OPERATIONS

Where will you
operate?

OPERATIONS



All I need is a laptop and phone...and latte.

FIVE BASICS: WHERE

Brainstorm and write 2-5 word answers for each question and then revise them into complete sentences. This will become your Operations section.

- **In which city is your company located and why is it a good location? Is it internet based or do you have a physical store?**
- **If applicable, where will you find key vendors to make your product or assist with the delivery of your service?**
- **Where will customers be able to buy your product or service?**

FUNDING NEEDS

Who will provide
capital?

FUNDING NEEDS



I need people to match or exceed what I've put in.

FIVE BASICS: HOW

Brainstorm and write 2-5 word answers for each question and then revise them into complete sentences. This will become your Funding Needs section.

- **How much capital do you need to start your business and what will it be used for?**
- **How much money do you want from a bank?**
- **How much money do you want from an investor?**
- **How much money have you and/or others invested in your company?**

SUMMARY

What is your
business
roadmap?

Workshop Recap:

Executive Summary



- Business Model
- Business Concept
- Market Need
- Management
- Competition
- Target Market/Marketing
- Operations
- Funding Needs

An Executive Summary pulls all the information together and makes you want to learn more about the business.

Ever since 2006, **FlowersBringsSmiles** has been helping families and businesses in the Chicago area celebrate life milestones with floral inspiration. After a layoff from a brokerage firm, Claudia Clemente turned her 10-year hobby into a street corner florist that specialized in corporate gifts. Our designs and genuine care caught the eye of media moguls and our business has flourished into a three-store chain with delivery service. We recently implemented an app that enables users to choose their budget, type, and flower color and then view several custom bouquet options. From Stargazers to Caribbean tropicals to exotic fauna from Chile, we will design an artistic piece for any occasion.

Our loyal customers value our diverse inventory of flowers, plants, plastic replicas, vases and accessories. Our pre-designed bouquets compare to grocery store prices while our average corporate gifts range from \$50 to \$300. Last year we generated \$465,000 in revenue. We are seeking a line of credit for \$50,000 to fulfill the growing demand from our corporate accounts whose payments may have net 30 day terms.

VISION & MISSION

Communicate
your message

Costco

Vision - a place where efficient buying and operating practices give members access to unmatched savings.

Costco's mission is to continually provide our members with quality goods and services at the lowest possible prices.

In order to achieve our mission we will conduct our business with the following Code of Ethics in mind:

- Obey the law
- Take care of our members
- Take care of our employees
- Respect our vendors

If we do these four things throughout our organization, then we will realize our ultimate goal, which is to reward our shareholders.

CVS Caremark

Vision: We strive to improve the quality of human life.

Mission: We provide expert care and innovative solutions in pharmacy and health care that are effective and easy for our customers.

Sony

Vision: The world will look to Sony for comprehensive entertainment.

Mission: Sony is a leading manufacturer of audio, video, communications, and information technology products for the consumer and professional markets. Its motion picture, television, computer entertainment, music and online businesses make Sony one of the most comprehensive entertainment companies in the world.

Set Goal.
Make Plan.
Get to Work.
Stick to It.
Reach Goal.

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