

# Writing and Designing Your Business Plan

Presented to:

Institute for Educational Leadership

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# Objectives

1. Learn why a business plan is necessary.
2. Gain insight into what is included in a business plan.
3. Learn how to get started.

# The time is NOW!

1. Small business is heart of American economy.
2. Half of all private sector jobs are in small business.
3. Small business has created roughly 70% of all new jobs in past decade.
4. SBA Loans are now available – and are being guaranteed by the Treasury Department, therefore eliminating costly fees.
5. President Obama's Administration is releasing economic stimulus money to the SBA to support small business.

# The genesis of the Solutions Marketing Group

1. Founded in 1999 when I recognized a need.
2. Start-up funding
3. Wrote business plan
4. First clients were American Express and Darden Restaurants.

# Writing the Business Plan

Before you begin writing you must ask yourself 4 core questions:

1. What service or product does your business provide and what needs does it fill?
2. Who are the potential customers for your product or service and why will they purchase it from you?
3. How will you reach your potential customers?
4. Where will you get the financial resources to start your business?

# Elements of the Business Plan

## Four Distinct Sections

1. Description of Business
2. Marketing
3. Finances
4. Management

# Additional things to Consider

1. Location
2. Naming the Business
3. Business Structure
4. Licensing Permits
5. State Requirements
6. Registering for Domain Names
7. Insurance
8. Financing Options

# Resources

## Small Business Administration

- <http://www.sba.gov/smallbusinessplanner/plan/writeabusinessplan/index.html>

## Online tutorial to write a business plan

- [Bplans.com](http://Bplans.com)