Business planning for results

Why to plan.
Types of plans.
Plan elements.
Presenting the plan.
Planning leads to business success

Organizations that plan do better.

- 12% more profitable
- Improved performance by more than 1% return on capital
- Doubled odds of survival.
- Less risk (earnings less variable).
Consequences of not planning
Ad hoc decision making by a small group.
Company strategy not understood.
Insufficient strategic focus.
Strategy and budget not linked.
Underperformance or failure.
Not having a plan can be lethal

Of 29,000 startups, 26,000 failed.
67% had no written business plan.
A good plan...

Optimizes growth and development.
Looks ahead.
Focuses on key points.
Anticipates threats.
Capitalizes on opportunities.
Sets priorities.
Identifies resource needs
Allocates resources.
Three types of business plans

- Full plan
- Executive summary
- Presentation
Full business plan elements

Executive Summary.
Company Overview.
Business Offerings.
Marketing Plan and Analysis.
Implementation.
Management Team.
Financial Plan.
Company overview

History, legal structure, locations and facilities.
Management and personnel overview.
Mission, vision, business model and strategies.
Business lines, products/services, customers.
Strategic relationships and intellectual property.
Other (accounting, legal, insurance, security, etc.).
Business offerings

Product/service descriptions.
Manufacturing or service creation processes.
Distribution, supply, fulfillment and/or wholesale/retail processes.
Marketing plan and analysis

Market definition.
Primary basis for competing.
Competitive analysis.
Target customers and customer expectations.
Customer creation process.
Sales, supply and customer service.
Advertising, promotion, PR and social media plan.
Implementation

Key dates and deadlines.
Milestones.
Client acquisition forecasts.
Sales forecasts.
Management team

Backgrounds of executives and managers.

Staff growth and development plan.
Financial plan
Important assumptions and metrics.
Financial history.
Income statement projections.
Balance sheet projections.
Cash flow projections.
Business ratios.
Long-term plan.
Executive summary

Market opportunity.
Company overview, mission and vision.
Products/services.
Competitive advantage.
Go-to-market strategy.
The team.
Financial projections.
Request and call for action.
Presentation to potential clients

The “grab” – Your big problem or opportunity.

Answer – Our great solution.

Positioning – We do it better.

Magic/technology – No one does it like us.

Opportunity – You will gain by working with us.

Company/team – We’re here for you.

Proof – We can do this.

Promise – You will be much better off with us.

The “ask” – Let’s do it!
Presentation to potential investors

The “grab” – *The big problem or opportunity.*
Answer – *Our great solution.*
Positioning – *We will do it better.*
Magic/technology – *No one does it like us.*

Business model – *Here’s how we’ll do it.*
Company/team – *We have (or will get) the horses.*
Proof – *We can do this.*
Promise – *We see a big payback for you.*
The “ask” – *How you can help make it happen.*
We help you plan for success.

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