

Writing a Business Plan

This two-day course is designed for business owners and entrepreneurs who are ready to create a business plan. All the essential steps are covered, including drafting the original document; identifying the audience; gathering information; researching; describing product plans; and marketing, sales, and accounting terms. Students will come away from the course energized and prepared to write their business plan.

What Will Students Learn?

- ✓ Research and analyze the individual components needed for a business plan
- ✓ Apply skills to create a business plan for different audiences, including investors, banks, and other stakeholders
- ✓ Explain the purpose and future of your business in easy to understand terms
- ✓ Use accounting terms to describe the future for their business
- ✓ Describe their marketing, sales, and planning strategies

What Topics are Covered?

- ✓ What is a business plan for?
- ✓ A general business plan framework
- ✓ Identifying your audience
- ✓ Gathering and analyzing information
- ✓ Defining your company
- ✓ Getting to work
- ✓ Creating a marketing strategy
- ✓ Creating the sales plan
- ✓ Developing financial projections
- ✓ Putting it all together

What's Included?

- ✓ Instruction by an expert facilitator
- ✓ Small, interactive classes
- ✓ Specialized manual and course materials
- ✓ Personalized certificate of completion