

Four categories of business challenges: \_\_\_\_\_

1. Purpose & Mission Statement

2. Abstract / One Page Business Plan

3. Key staff

4. Product Analysis

5. Target Customer

6. Client Analysis

7. Marketing & Sales Plan

8. Competitive Profile

9. Operations

10. Leverage & Strategic Partners

11. Branding & Goodwill

12. Budget/Accounting

13. Projections

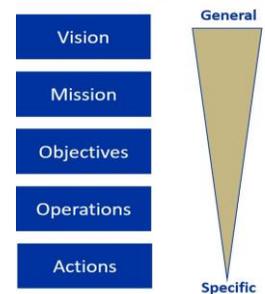
14. Funding/Investment Analysis

15. Appendix/Footnotes

**SMART Goals**

-  Specific
-  Measurable
-  Aligned with Your Values
-  Realistic
-  Time-bound

**One-Page Plan**



**GOSPA**

- Goals
- Objectives
- Strategies
- Plans
- Actions

Click here to receive your  
Business Growth Scorecard



*What is at least one action are you going to do this week as a result of today's webinar?*

## **BUSINESS PLAN TABLE OF CONTENTS**

### **1. Purpose & Mission Statement**

Your why and how – The major, definite purpose of your business

### **2. Abstract / One Page Business Plan**

Execution for the next year

### **3. Key staff**

Identification & organizational chart / Roles / Responsibilities

### **4. Product Analysis**

Deliverables – products and services

### **5. Target Customer**

Internal and external; Demographics of existing/potential markets

### **6. Client Analysis**

Interviews with Customer Base; product need/desire confirmation

### **7. Marketing & Sales Plan**

Most efficient use of resources to best reach and close your customers

### **8. Competitive Profile**

List of competitors and their strengths; verify & exploit market gaps

### **9. Operations**

What are you measuring and how? What are your key SMART goals?

### **10. Leverage & Strategic Partners**

Use of Leverage and developing Synergistic/complementary relationships

### **11. Branding & Goodwill**

Maintaining differentiation, Developing goodwill

### **12. Budget/Accounting**

Financial Statements

### **13. Projections**

1, 3, 5 year (timelines business maturity-dependent)

### **14. Funding/Investment Analysis**

Key Ratios; Operational Finance

### **15. Appendix/Footnotes**

External/backup documents which verify paragraphs 1-14