
THE BUSINESS PLAN WORKBOOK

FREEWARE VERSION 1.10

To purchase the Official Business Plan Workbook, visit:
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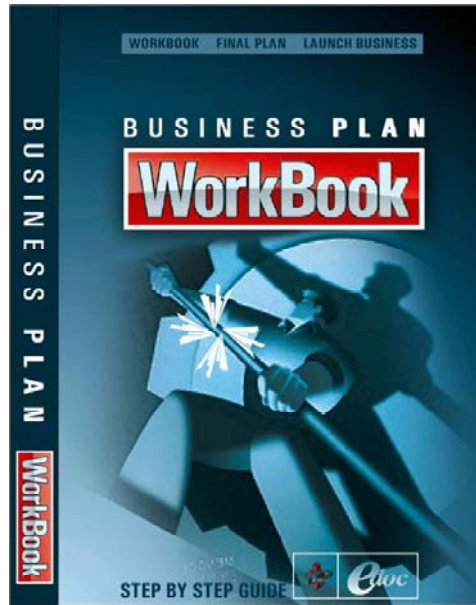
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- Financial Worksheets (.xls)
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The Business Plan Workbook

Create a better business plan with the Bplan Chef



www.bplanresources.com

Using this WorkBook:

- Think through your ideas.
- Print out the BPlan Workbook, make notes on this form or jot your thoughts into a notebook
- Organize your communication into the business plan components
- Simply create your formal business plan to get the best funding for your venture!

➔ **1. Introduction**

2. Workbook Objectives

3. Business Plan Research

4. Business Plan Outline
(Drafts)

5. Actions

Introduction

The Workbook Exercises of writing and thinking through your business requirements are as important as the final business plan document. This section is intended to allow you to challenge your assumptions, and produce a rough format with which to guide the creation of your business plan. You will use the notes from this workbook, as a reference for when you create your formal business plan.

Follow through the business plan outline questions and write your responses on a separate piece of paper. Our purpose is to communicate with you, to help you take ownership of your work. Use your own style. It should be a personal expression (an art form) as much as a professional document (scientifically and structurally sound).

Workbook Objectives

- To challenge your ideas and format them for presentation
- Provide a format for developing your venture
- To understand what is a business plan
- Why you need a business plan
- How to start
- How to write an effective business plan
- How to sell your venture to investors, and to build it successfully

The whole process of business planning is not just about creating a report. It is an exercise, an evolving document that is a guide for you. It shows investors the status of your business and it's road map for development.

Ultimately, it is a framework for you to start and grow your business. This is a dynamic plan, each business has its own personality and potential, make sure that yours is not just a carbon copy of another business, but truly reflects the uniqueness of the business and your skill set to make it happen.

If you would like download a financials worksheet please click [here](#)

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A Business Plan is like having a map. Without a map you can still get by in your travels, but you can appreciate how much easier it is, when you know where you are going once you hold one in your hand.

-- A. Mirkovic, PostIdea.com

Why You need to Write a Business Plan

To Define and Realize “what business am I in?”

Create a Roadmap to a successful venture

- To create the “big picture” – to recognize long term direction and think about staying in business and not just starting a business

For a Reality Check

- The plan will challenge some of your pre-conceived assumptions
- Your plan will raise questions that will inspire solutions before you need face those problems
- It allows you to recognize what will be required of you
- Identifies your strengths and weaknesses and highlights needed areas of assistance

To Provide a Feasibility Test

- Test the viability of your idea
- Can it provide sustainable cash flow
- Is it going to be profitable
- What kind of financing will you need, can you pay it back
- Recognize the barriers to your success

Make better decisions

- Anticipate issues and problems before they occur
- The process of gathering information ahead of time will allow you to make more informed decisions
- Your plan will provide you with an organized approach to face issues

Guide & Measurement Tool

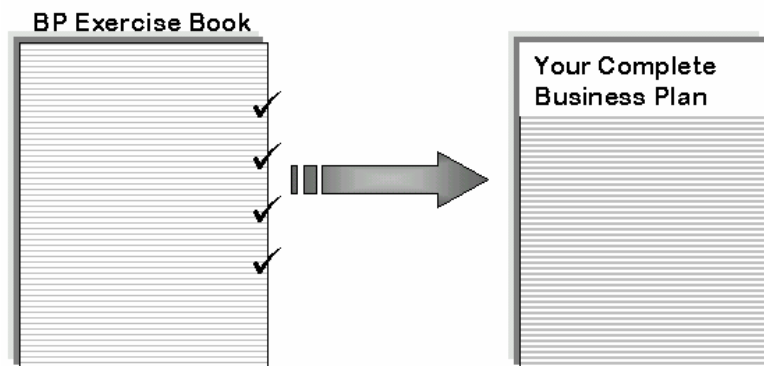
- The Business Plan will act as guide throughout your development and allow you measure your progress against planned expectations. You can make adjustments accordingly.

Financial Selling Tool

- The Business Plan is the document ultimately needed to sell your venture as an investment opportunity to potential investors and partners (see www.postidea.com) and to your own suppliers, and employees.

Checklist for completing the workbook exercises:

- ✓ Consider your audience, who are you writing the plan for;
- ✓ View Samples of business plans if you can, to get an idea of the type of structure you will need to create, (see appendix 1);
- ✓ Prepare a timeline (how much time you will commit to the project and the completion date)
- ✓ Define the potential audience for you business plan (investors, suppliers, or employees), and what this plan provides for them;
- ✓ Gather research on your industry, on similar businesses, your particular location, type of business, sector, market, etc.
- ✓ Organize the research into easily referenced sections\
- ✓ Write the plan
 - Provide a business history
 - Use clear vocabulary, appropriate for your audience
 - Avoid unneeded jargon
 - Note to stress your plan is of quality and not just quantity
 - Be confident, it will show in your writing style
 - Make a strong case for your competency to lead the business (investors place their money and confidence in "YOU" to make it happen, not just investment into an idea)



- ***By taking the time to go through the exercises ahead of time, you will be able to confront and deal with challenges of creating a successful business plan. In the end you will write a more effective business plan and actually complete it in less time than if you just began writing it on your own!***

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Business Plan Research

Before you begin writing within the following section, Business Plan Outline, make sure that you have done some research. Business Plan Research helps you make informed decisions and create a successful direction for your business plan.

- ✓ Gather information sources
- ✓ Record relevant information
- ✓ Analyze the information you have gathered and note the associated opportunities and risks
- ✓ If you are going to submit the business plan to investors, research what types of investment opportunities are available to you, why you need investment (banks, government, postidea.com, private equity investors, etc.)

What types of information to gather:

1. Primary Data Sources:

- Focus Groups
- Questionnaire/Survey
- Product or Service Sampling

2. Secondary Data Sources;

- Libraries
- Government industry agencies
- University publications
- Trade Associations
- Newspapers, Magazines, Periodicals
- The Internet
- Industry Directories
- Economic Development Departments
- Competitors' Financial Statements or annual reports
- Etc.

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Business Plan Outline

Note that there are many different types of Business Plan formats. The layout is dependant upon the type of business, purpose of the plan, readership, etc. You may choose to add some more sections to this outline or ignore some others, but the basics are listed below:

1. Executive Summary

2. Company Profile

3. Business History

4. Marketing Plan

- *Industry Trends*
- *Product/Service*
- *Target Market*
- *Competitive Analysis*
- *Marketing Mix (distribution strategy)*

5. Operational Plan

- *Manufacturing*
- *Insurance (Risk Mgmt)*

6. Management Team/Human Resources

7. Financial Plan

- *Start up costs*
- *Cash Flow Statement*
- *Income Statement*
- *Balance Sheet*
- *Summary of Financials and Use of Funds*
- *Expected Outcome of business operations*

8. Conclusion/ Actions

9. Appendices

The following pages contain the remainder of the Business Plan Outline section of the workbook. Be sure to have done some research before beginning the exercises. Simply use point form descriptions if you like. Once you have gone through all of the sections of the Outline, you will be ready to begin your formal Business Plan!

Let's get started.

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You should write your Executive Summary once you have completed the entire workbook or business plan. It provides an overview of the entire plan.

What is an Executive Summary?

The Executive Summary is the one to two page introduction of your business plan. It describes the opportunity and proves that any investment in the venture will provide a good return.

Why is it important:

- To capture interest and support from the reader
- Based on the Executive Summary an investor will make up his/her mind whether or not to read more about the opportunity.

For a financial worksheet and pro forma income and balance sheet statements visit us at:

www.bplanresources.com/financialworksheets.htm

1. Executive Summary:

Answer the question of “what business am I in?” (define the core of the value you are providing to a consumer)

Define the opportunity for you to deliver this value (in one sentence)

Marketing Highlights:

Distinctive features of the Product/Service

Target market Summary

Competitive Analysis (define the competitive landscape)

Key marketing strategies

Operational Highlights:

Critical legal issues related to your particular venture

Management team overview – roles and pertinent skills of each

Is it an independent business, franchise, expansion, takeover, etc?

Who will be your major suppliers, and what are the current or proposed relationships with them:

Financial Highlights:

Summary of financial requirements and projections

- Why you need financial input
- How you will use it

1. Introduction

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(Drafts)

5. Actions

What is a Company Profile:

The Company Profile provides a snapshot of your business, and who is involved in it. This is an important page for a perspective investor as he/she can scan the type of business, commitment level and involvement from this one page.

Why is it important:

- *It is the follow up section to the Executive Summary, providing an overall impression of the business*
- *Suppliers and potential partners are often interested in this page.*

What is the equity that you and any partners have invested in the venture?

2. Company Profile
(Draft)

Form of Business:

- ☐ Sole Proprietorship
- ☐ Partnership
- ☐ Corporation
- ☐ Franchise

Owners/ Principals

Name of Business

What is the start date of the business?

Business Operation (F/T or P/T, operating hours)

Business Description (What is your product or service, & business type)

Location

Contact Information (tel, fax, http address, email)

Business Advisors (Include Lawyers, Accountants, Consultants, etc.)

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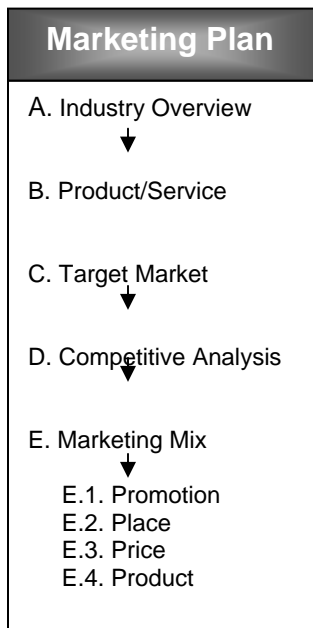
History of the Business:

If the business plan is to be used to support the purchase or expansion of an existing business, a history of the business is required. Include years in existence, current owner, current location, market share, strengths, weaknesses, and financial information for the past three to five years (or however long the business has been in operation).

This image shows a blank sheet of white paper with horizontal blue ruling lines. The lines are evenly spaced and run across the width of the page. There is no handwriting or other markings on the paper.

If the business plan is being used to support a new business venture, state the requirements of support. That is, are you seeking a partner, a bank loan, a private investment, access to an incubator, etc., state the reasons why you are seeking this type of investment and how an investment in your firm will benefit this particular type of investor or partner.

[illegible]



What is the Industry Overview

This section provides a synopsis for the reader about the industry and general economy that your business will be operating in.

Note trends, characteristics, etc. from which you can later justify opportunities or risks.

3. Marketing Plan

A. Industry Overview

Many issues not necessarily within the control of your business must be addressed. These can either positively or negatively directly affect the your sales. Note any trends, legislation or changes within the following categories from which your business will ultimately benefit from:

Social Change

Technological Change

Political or Legal Change (zoning regulations, new laws, policies, etc.)

Demographic Change

Economic Change (economic & spending trends, tax, interest rates, etc)

Environmental Change (raw material availability, pollution, weather, etc)

Consider the trends and how they relate to your venture. What are the key success factors of your business, which will allow you to benefit from these trends?

What are the barriers to entry for this industry? Is the size of the industry large or small? Are the costs to enter the market high or low? Is it based on technological advantage or supplier relationships?

Marketing Plan

A. Industry Overview

B. Product/Service

C. Target Market

D. Competitive Analysis

E. Marketing Mix

E.1. Promotion

E.2. Place

E.3. Price

E.4. Product

What this section describes:

This section describes the features and benefits of the product or service that you are selling. It defines the product function, how it will be used, what is the new feature that it brings to market, etc.

*Note that this is your initial definition of your product/service, and most likely this will evolve, as does your business. So be sure to **capture the core of what you are offering and keep the description clear and concise.***

Stress the uniqueness of your product. This is the feature that differentiates your product. That is, the advantage that your product has over the competition.

B. Product/Service

What are your product or service's unique characteristics?

Are there any complimentary products/services that your product is dependant upon? What are they if any?

What are the value added features to the end user?

How is your product/service positioned against the competition?

What are you doing differently from what is on the market currently?

How has this product/service or a similar product performed in the market?

Provide further descriptions of the product/service (Pictures, specifications, diagrams, complimentary features to related products/services, functionality description, design components, etc.)

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Why is the target market information important?

This is the group of people or businesses that is willing to pay for your products/businesses.

Knowing your target market profile helps you make critical decisions form marketing, as well as for your cash flow projections, recognizing how many people are willing to purchase your goods/services.

C. Target Market

Consumer Demographics:

Age Range _____

Income Range _____

Gender _____

Marital Status _____

Dependants _____

Occupation _____

Location _____

Average purchase value (\$) _____

Frequency of purchase (\$) _____ /per month (\$) _____ /per year

Consumer Psychographics

Lifestyle Description (general points) _____

What need in their lifestyle does your product fill? _____

What are the major influencers on their choice to purchase? _____

Are there any demographic or market shifts occurring? Is this market declining, growing or steady? _____

What is the size of this target market? _____

How much of this market can you capture within 6 months? _____ %

How much of this market can you capture within 5 years? _____ %

Are there any secondary target markets that will have a need filled by your product or service? If yes, what are the characteristics of that target market?

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Why a Competitive Analysis is important?

This section highlights the competitive landscape for your business, identifies strengths & weaknesses of competitors and provides insight into the price, market and differentiation points.

It can provide you with an overview of why your strongest competitors have been successful and identify information on the market such as general likes & dislikes

Recognize that you also have Indirect competitors, although they are not providing the same service, they are competing for the same consumer's dollars.

D. Competitive Analysis

Direct Competitors:

Hours of Operation _____

Years in Business _____

Product/Service Description _____

Customer Profile _____

Where do the competitors' customer purchase the products (online, through distributors, retail, direct from manufacturer, etc.)

Pricing _____

Marketing/Advertising _____

Strengths/Weaknesses (Why do customers buy from them? Why would they switch possibly?)

Opportunities for your Business given this competitive landscape

What have you learned from their operations? _____

Indirect Competitors:

Make a list of your indirect competitors. What are their characteristics? Why would their customers choose to switch to purchasing your products or services? _____

Marketing Plan

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➔ E.1. Promotion

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E. Marketing Mix

Note that the basic purpose of the marketing mix is to take the customer to the process of: **Awareness => Trial => Adoption => Retention**

Thus, in your promotion strategy, you need decide what the intent is for each of your options, how much money to dedicate to it, and what the intended outcome you are expecting. **That is, are your efforts targeted to build awareness, or to encourage trial, etc.**

E.1 Promotional Strategy

For each of the potential promotion channels listed below create a table to consider:

- ❑ Costs versus effectiveness
- ❑ Subscription and distribution
- ❑ Target Market Profile
- ❑ Distribution coverage
- ❑ Distribution frequency
- ❑ Type of distribution used within the channel

Is this the
right one
for me?

Yes	No
-----	----

Potential Promotion Channels:

- Affiliate Programs (online)
- Banner Advertising (online)
- Business Cards
- Billboards
- Contests
- Co-op Advertising
- Coupons
- Cross-promotion with complimentary products
- Cross-merchandising
- Direct Mail
- Flyers
- Giveaways
- Magazines
- Personal Selling
- Radio
- Sponsorship of related events
- Television
- Trade magazines
- Yellow Pages

What is the Promotional Strategy:

This is the method you choose to communicate with your target market.

The promotional strategy plays an integral role in the awareness, trial and adoption rates of your product or service.

It is a critical link in the overall marketing strategy. As well it will have a direct impact on cash flow, so timing and planning are crucial. Keep this in mind when you are making jotting notes for this section.

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What does "Place" cover ?

This section describes "how" and "where" you will sell your products/service.

You should showcase any market research you have conducted to add credibility to your claims in this section.

You can have as many distribution channels as you like, simply make sure to detail each one.

Note: *You should match your distribution channels to the buying patterns of your target market.*

-- Eg. If your target market is most likely to purchase software from a store just as soon as purchasing it online, you should describe the distribution approach for retail sales as well as online initiatives and the related costs, and advantages.

E.2. Place (Distribution strategy)

How are you going to get your product or service to your customer.

What is the location of your business: _____

Why have you chosen this location? _____

What are the marketing advantages of this location: _____

Distribution advantages (if any): _____

What are the costs associated with this location: _____

What are the potential traffic flows from this location: _____

Where else can your product or service be purchased:

- Online
- Retail
- Through distributors
- Bundled with other products/services
- Direct (phone sales, contract sales, trade shows, etc.)
- Other

Be sure to note the effects on service quality, promotion, and timing with all of your above suggested distribution methods and locations.

What are the associated costs with each: _____

What are the marketing advantages of each? _____

Are there any other methods of distribution you currently have or will use in the future?

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What does "Pricing" cover ?

The pricing of your product/service is the fee that you will charge to the customer. This is a number that will be based on your costs, competition, and customers' perceived value for your product or service.

The pricing strategy should provide with a desired profit level, and should be consistent with the positioning of the product/service in the market.

If you would like download a financials worksheet please click [here](#)

E. 3. Pricing Strategy

The general categories of costs for a service or a product as follows;

Pricing a Product or Service:

Labor _____

Overhead _____

Materials _____

Labor = direct man hours into a product or service

Overhead = Indirect costs to produce the product or service (electricity, machine time, etc.)

Materials = the direct cost of materials going into the product/service

Your desired profit margin will be based on the pricing strategy you choose to follow. Here are some considerations:

- retail cost and pricing
- competitive position
- pricing below competition
- pricing above competition
- price lining
- multiple pricing

Is your target market price sensitive? Low Med High

How important is value to the customer? Will the price reflect the perceived value of the product? _____

Will you be discounting the price on a regular basis for ongoing sales, retailer sales discounts, distribution discounts, sales agent discounts, volume discounts, etc.? _____

What will be your Break-Even point? _____

Note: Break Even Point =
$$\frac{\text{Fixed Costs}}{\text{Unit selling price} - \text{Unit Variable costs}}$$

Unit Selling Price: is the price per unit at which you will sell your service/product

Unit Variable Costs: Costs that you only incur if you are producing a unit.

Fixed Costs: These are costs that you incur regardless of how many units your produce (eg. Rent, Property tax, Telephone, etc.)

Marketing Plan

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E. 4. Product/Service

In addition to attaching a product picture or description, consider the following points as well, and do your best to define them:

Image

- What kind of image do we want to have (such as cheap but good, or exclusiveness, or customer-oriented or highest quality, or convenience, or speed, or what exactly)? _____

Features

- List the features that you wish to emphasize:

- a. _____
- b. _____
- c. _____
- d. _____

Weigh the Benefits vs. Features:

These points are known as the 6 “O’s” of consumer behavior:

ORIGINS of purchase:	Who buys it?
OBJECTIVES of purchase:	What do they need/buy?
OCCASIONS of purchase:	When do they buy it?
OUTLETS of purchase:	Where do they buy it?
OBJECTIVES of purchase:	Why do they buy it?
OPERATIONS of purchase:	How do they buy it?

Also make note of the type of marketing positioning you will follow:

- Market Leader vs. Follower
- Price vs. Quality
- Innovator vs. Adaptor
- Customer vs. Product
- International vs. Domestic
- Private Sector vs. Government

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What is the Operations Plan:

Defines how all tasks will be accomplished. It should cover the suppliers you will use, execution strategies and manufacturing plans.

Operational Plan

Development Synopsis:

Here you can briefly outline the design and development plans, an overview of the strategy details for taking your venture from concept to reality.

What is the current status of product/service/website development?

When is the proposed "finish" date of development? What obstacles, if any, must the company overcome in this process? What specific tasks must be completed? _____

Who, if anyone, outside the company will be involved? _____

How will you protect your company's company proprietary information/technology or competitive advantage? _____

List your suppliers. Rate them on a scale of 1 to 5, with 5 being the most reliable. Briefly state their terms and conditions if you know them as well as pricing and trade discounts.

For example consider the following format:

Supplier	Reliability (1 to5)	Price	Discount terms

List additional rules and regulations, tax considerations that your business will be subjected for all levels of government as well as industry specific issues that you are aware of. _____

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Why is the manufacturing plan included with Operations?

The Manufacturing plan outlines the process and resources needed to create your product or service.

The manufacturing plan will highlight the impact the production process has on your physical location, equipment requirements, human resources, time lines, and licensing.

Operational Plan cont'd

Manufacturing Plan

What is your production methodology? What is the production process for your product or service? _____

Provide a list of the costs associated with this process. Include direct and overhead costs. These notes will be valuable for your formal business plan. _____

What are the research and development requirements? What are the timelines and costs associated with this? _____

What are your requirements for equipment, plant and storage facilities? What will be the approximate costs associated with this? _____

Will you be working with any sub-contractors, value-added resellers, etc.? What are the quality control provisions you propose? _____

Do you or will you have trademarks or patents on any of your products/services? If yes, please provide details. _____

6. Actions

[illegible]

You need to assess the probabilities of these business interruptions occurring as well as provide the adequate coverage for them.

7. Introduction

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Why is the Human Resources component important?

This section provides an overview of the people that will run the business. You need to consider the expertise levels you are bringing in, at what cost, and identify the areas of need.

A strong management team is of utmost importance to investors, as is the recognition that where skill gaps exist, you have developed a plan to fill in the "gaps" with the appropriate staff to make it happen!

Human Resources

The Management Team

Demonstrate that your company has the required human resources to be successful. Below you will outline & introduce your team with full resumes including information on existing board members and advisors.

Who are the key management personnel and what are their backgrounds? _____

Who are the other investors and/or shareholders, if any?

Who comprises the Board of Directors and/or Board of Advisors?

Who are the professional advisors (e.g., lawyer, accounting firm)?

Staff

Provide a job description of any staff required, note their a) responsibilities, b) F/T, P/T or contract status, c) Salary, d) benefits, & e) skill set.

So for example, create a table that looks something like this:

Role #1	a)	b)	c)	d)	e)
Role #2	a)	b)	c)	d)	e)
Role #3	a)	b)	c)	d)	e)
Role #4	a)	b)	c)	d)	e)

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Why is the Financial Plan important?

This section provides your prospective investor with the facts and figures of your venture. What are the costs associated with your business, what is the marginal profit.

Do you have a secure path to grow your business, financed by cash flow or debt financing? What is the time line within which the investor can expect to earn his returns?

*For a financial worksheet use the internet and go to the following address:
<http://www.bplanresources.com/financialworksheets.htm>*

Financial Plan

Sound financial management is one of the best ways for your business to remain profitable and solvent. In this section you think through some of the general issues you will have to address in your formal business plan.

To effectively manage your finances, plan a sound, realistic budget by determining the actual amount of money needed to open your business (start-up costs) and the amount needed to keep it open (operating costs).

The start-up budget should allow for these expenses.

Start-up Budget

- personnel (costs prior to opening)
- legal/professional fees
- occupancy
- licenses/permits
- equipment
- insurance
- supplies
- advertising/promotions
- salaries/wages
- accounting
- income
- utilities
- payroll expenses

Your operating budget also should include money to cover the first three to six months of operation. It should allow for the following expenses.

Operating Budget

- personnel
- insurance
- rent
- depreciation
- loan payments
- advertising/promotion
- legal/accounting
- miscellaneous expenses
- supplies
- payroll expenses
- salaries/wages
- utilities
- dues/subscriptions/fees
- taxes
- repairs/maintenance

Prepare a list with the associated costs within each section. These figures should be based upon research you have conducted or can put forth based on experience or familiarity with the industry/market, etc.

Note that an operating budget is prepared when you are actually ready to open for business. The operating budget will reflect your priorities in terms of how to spend your money, the expenses you will incur and how you will meet those expenses (with revenue or debt).

If you would like download a financials worksheet please click [here](#)

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What does a Cash Flow Statement provide?

The Cash Flow statement takes the predictions and estimates that you draw in your business plan, and transfers them to a comprehensive financial statement. A statement in which you can analyze total monthly cash receipts minus expenses.

It highlights potential problem areas in payment terms, etc., so that you can determine whether you or not you will be able to draw funds from the business.

If you would like download a financials worksheet please click [here](#)

Financial Plan

Financial Statements

- 1) Cash Flow Statement
- 2) Balance Sheet
- 3) Income Statement

1) Cash Flow Statement: is the actual money that is collected from sales and the money that is paid out for expenses during each month.

List your sources of Cash income:

Sales: _____

Loans: _____

Investments: _____

List your sources of Disbursements:

Monthly expenses: _____

Start-up Costs: _____

When you are making your notes consider the affects of seasonality, promotions, discounts and payment terms on your monthly cash flow.

Your Cash Flow statement totals should look like this:

Cash Receipts	Month A	Month B	Month C
Sales Loans Investments			
Total Receipts			
Disbursements			
Wages Advertising Insurance Rent Etc.			
Total Disbursements			
Total Receipts After Disbursements			

1. Introduction

2. Workbook Objectives

3. Business Plan Research

4. Business Plan Outline
(drafts)

5. Actions

What do the Balance Sheet and Income Statement show?

The Balance Sheet displays your liquidity to an investor.

The Income Statement displays your profitability over a certain period of time as well as the effect taxes have on your overall performance.

For a financial worksheet and pro forma income and balance sheet statements visit us at:

www.bplanresources.com/financialworksheets.htm

2) Balance Sheet: shows the financial picture of your business at a certain point in time, highlighting that which you own vs. what you owe.

Note the components of a balance sheet. List the assets on the left side and the debts/liabilities on the right.

Balance Sheet

Current Assets	Current Liabilities
_____	_____
_____	_____
_____	_____
Fixed Assets	Long Term Liabilities
_____	_____
_____	_____
Other Assets	Total Liabilities
_____	_____
Total Assets	Shareholders Equity
=====	=====

Shareholders Equity = Total Assets – Total Liabilities

3) Income Statement: shows the profit or loss of your business over a certain period in time.

List the Income for a period of time first, and then the expenses over that same period of time.

Income Statement

Revenue (Sales)	_____

Total Revenue	_____
Expenses:	
Variable Expenses	_____

Fixed Expenses	_____
Total Expenses	_____
Profit (Loss)	=====
(Taxes owed)	_____
Profit (loss) after Taxes	=====

4. Introduction

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→ 4. Business Plan Outline (drafts)

6. Actions

What do the Financial Projections provide?

The Financial Projections Summary provides a broad overview of the upcoming expectations and commitment levels for your business. The cash, equity and sweat the principals have invested in the business during the past ____ months/years has directly contributed to the opportunity outlined here.

The Use of Funds is an important point as well. It outlines how you will use the money that you are borrowing from the bank, private investor, partner, etc. It will highlight the capital allocation for the business.

If you would like download a financials worksheet please click [here](#)

SUMMARY OF FINANCIAL PROJECTIONS:

Year	-1	-2	-3	-4	-5
Net sales	\$____				
Gross profit	\$____				
Gross margin	____%				
Net income after tax	\$____				
Profit margin after tax	____%				
Return on equity	____%				
Return on assets	____%				
Current Ratio	__ : 1				
Quick Ratio	__ : 1				
Debt-to-Equity Ratio	__ : 1				
Debt Ratio	__ : 1				

Outline Below how you will use the needed funding for the next year or so. You define the term of investment:

USE OF FUNDS:

Acquisition of business	\$____
Professional fees, consultants	\$____
Marketing campaign for launch	\$____
Working capital (incl. cash reserve)	\$____
Plant and equipment	\$____
Yours ____?	\$____
Total	\$____



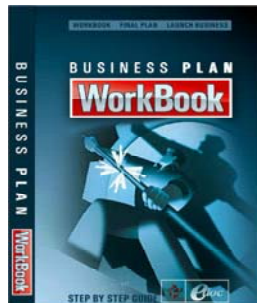
Actions

Congratulations! You have worked through and itemized some of the general considerations for your business. You have probably confronted some issues that have drawn attention to weaknesses as well as highlighted some opportunities by going through this exercise.

Now that you have your notes in hand and stronger understanding of how to organize and craft a business plan, you can move onto creating your formal business plan!

Although you are well equipped to begin building your own business plan, there are still other resources to help you bring your business to reality with greater success. To help you in your entrepreneurial endeavors we would like to suggest some of the following options:

1. Visit <http://www.bplanresources.com> to download for the Official Business Plan Workbook for only \$20:



download

Download now and receive the bonus tools to complete your bplan!



Bonus:

- Financial Worksheets
- Forecasted Financial Statements
- Sample Non-Disclosure Agreement

Format your business plan with great narrative with the **Bplan Creator** at:

www.bplanresources.com/bplancreator.htm



2. Post your business plan at <http://www.postidea.com>. Find the best source of funding for your venture! You can upload your completed Business Plan, and attract thousands of potential partners and investors. Fund your plan with active investors interested to work with inspired entrepreneurs like you.

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the Business Plan Workbook

NOTES:

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