



## **Business Planning Workshop**

### **Overview**

Without a business plan, your organization might not develop along desired goals. A strategic business plan will unite your whole team towards an objective. Elevate's Business Planning Workshop program will provide guidance, assistance, and information about creating a business plan.

### **Learning Objectives**

- Establish objectives for your organization
- Identify their competitive edge
- The process of writing a business plan
- How to implement a business plan
- How to go from plan to action to accomplish goals for your firm

### **Course Materials**

- Participant workbook
- Presenter slides and outlines
- Case Studies and Media as appropriate
- Role play scenarios
- Post training assessment

### **Room Requirements**

- Internet access for presenter
- Screen
- Projector (if not ceiling mounted then a table or cart will need to be provided)
- Training room must be able to comfortably accommodate the number of participants plus room to move around for various activities)
- Rounds or pods, small table for presenter's materials, chairs for all participants
- One Flip chart and easel for each round table (for small group work) and markers

### **Additional Requirements**

- Elevate will choose training facilitators whose background and expertise will support the subject matter and goals of SSA
- Instructors will use a variety of instructional methods including lecture, group projects, discussion, and role play
- Participants are expected to be actively engaged in the learning process

## Course Agenda (one day)

### Module 1: What is Your Vision?

- Writing the cover sheet or title page
  - Name of the company
  - Company address
  - Company phone number
  - Company website
  - Logo (if you have one)
  - Date (month and year in which plan is issued)
- Writing the executive summary or mission statement
- Vision - begin with the end in mind
- Mission (statement) and history (why was this business started?)
- Legal structure and date established (sole proprietor, LLC, Corporation, partnership, etc.)
- Location
- Description of products or services offered

### Module 2: Market Analysis and Business Model

Provide an overview of how the company will do business, make money, and operate within an industry, including:

- Industry trends overview
- Competition
- Target market (Who are your customers? Include demographic characteristics)
- Value proposition
- Competitive advantage

### Module 3: Marketing Plan

Provide specific information about the Four P's of Marketing:

- Pricing
- Product: positioning and packaging (how will you package/present your products/services? Branding, websites, materials, logos, etc.)
- Placement and sales plan (how will you sell the product/service?)
- Promotion: advertising, public relations, social media, web marketing.

## Module 4: Operations Plan

Describe how you will handle:

- Your product development process
- Your accounting system
  - Bookkeeping records
  - Billing and Collections process
  - Recordkeeping systems
- Distribution/delivery of your product or service
- Inventory control, warehousing
- Insurance
- Security
- Facilities

## Module 3: Human Resources Plan

Describe your:

- Management team (include name and backgrounds of individuals in key positions if applicable)
- Personnel requirements (list of positions, with brief background)
- Strategy for handling/managing human resources
- Professional support team (lawyer, accountant, etc.) and key advisors

## Module 3: Financial Plan

Summarize the key assumptions and major findings in your financial documents. This section should also include a general description of how you expect the business to grow and what the likely exit strategies are, if applicable (IPO venture funding, expansion, sale of the business, etc.). Explain how much and how you and potential investors will make money in this business. Include the following financial statements:

- Income (Profit and Loss) Projections (monthly for year one and an annual summary for years 1, 2 and 3)
- Cash Flow Projections (monthly for year one and an annual summary for years 1, 2 and 3)
- Balance Sheet
- Breakeven Analysis
- Source and Use of Funds (identify all needs for capital such as equipment financing, equity, and loans).
- Start-up expenses: source and use of start-up funds, if applicable for start-ups.
- Prior years income statement, cash flow and balance sheet, if already in business.

## Module 4: Supporting Documents of Your Business Plans

Supporting documents vary depending on the purpose of the business plan. They can include the following items:

- Resumes of key management executives
- Personal financial statement

- Credit reports
- Copies of leases
- Copies of other contracts
- Legal documents (establishment of business, partnership agreements)
- Miscellaneous information resources including research reports, articles and
- Other documents that support assumptions or statistics in the business plan

#### Module 5: Putting It All Together and Wrapping It Up

- How to present your business plan