

WRITING A WINNING BUSINESS PLAN

The business plan is the blueprint for your business. You wouldn't walk over to an empty lot and just start nailing boards together if you wanted to build a house. Starting a business without a business plan is unwise to say the least.

Writing a business plan is the best way to test whether or not an idea for starting a business is feasible, other than going out and doing it. In this sense, the business plan is your safety net; writing a business plan can save you a great deal of time and money if working through the business plan reveals that your business idea is untenable. Often, an idea for starting a business is discarded at the marketing analysis or competitive analysis stage, freeing you to move on to a new (and better) idea.

Join with us for this informative seminar. Contents for the seminar will include...

- An overview of the industry sector that your business will be a part of
- An examination of the primary target market for your product or service
- An investigation of your direct and indirect competitors
- A detailed explanation of your sales strategy, pricing plan, proposed advertising and promotion activities, and product or service's benefits.
- An outline of your business's legal structure.
- A description of your business's physical location, facilities and equipment, kinds of employees needed.

and much more.