

GROWING YOUR OWN BUSINESS: A WORKBOOK

EXERCISE 4.5

REVIEWING YOUR BUSINESS PLAN

- A clear concise Executive Summary - The reader must know what the plan is trying to achieve and how it holds together []
- Figures - Clearly state assumptions []
- Business - An overview of how the business works is required. The quality of the business must be evident []
- Business model must be clear - How functional areas interact/support each to sell product/service []
- Product - Clearly defined and customer uses clarified. Competitive advantage must be evident []
- Sales - Based on firm orders, not letters of intent. Must be deliverable []
- Market information - Must be included to demonstrate growth potential []
- Industry overview - Show business in context. Show that business is a winner []
- Money - Where does business make its money? Pinpoint exactly []
- People - Note past achievements []
- Layout - Spaces, easy to read and get a handle on key messages []