

SC SBDC NEXT Learning Labs Exercise

Business Plan –

- **Complete an Executive Summary**

The executive summary is the doorway to your business plan. It explains who you are, what you want to do, where and when. The summary should outline and emphasize your plan's main points. It becomes one of the most influential parts of your business plan when speaking to potential funding sources.

Briefly state what your business does (retail, service, manufacturing, marketing, other), your objectives or goals and your competitive advantage.

Your summary should thoroughly answer these questions.

- Who is/are the owner(s)?
- What legal form of organization will your business take? (sole proprietorship, partnership, limited liability company, corporation)
- What is your experience in this business, or if you have no experience in this business, who will supply you with the necessary expertise to operate it?
- Who will your customers be? What market do you intend to service, the market size, and your expected share of the market.
- Why can you service the market better than your competition?
- Why have you chosen your particular location?
- What management and other personnel are required and available for the operation?
- If you will be doing contract work, what are the terms? Reference any firm contract and include it as a supporting document.
- If you have letters of intent from prospective suppliers or purchasers, also include copies of those letters as supporting documents.
- How much funding will you need?*
- How much of your own cash will you be putting into the business, representing an equity investment of what % of funds required to start?*
- Do you have real estate to use as collateral? (If so, list it on your personal financial statement.)

In the final paragraph, state why the business will be successful, using as many reasons as possible. Examples: location, niche, competitive advantage, years of industry experience, education, existing customer base, existing successful company with positive cash flow, proven marketing plan, complimentary skills of owners, etc.*

- **Project 12 Months Activity**

- Use the spreadsheet provided at:

<https://scsbdc.files.wordpress.com/2015/10/cashflowsworksheetsbdc.xls>

Marketing Plan –

- **Compare/Contrast Your Business to Your Competition**

- List your five nearest competitors. Is their business steady, increasing or decreasing? Why? How are their operations similar or different to your operations? What are their strengths and weaknesses? What have you learned from watching their operations? How will your operations be better (or different) than that of your competitors?

- **Build a Client Persona**

- Using the following example, build a persona for your ideal client.

Claire deClient

- Background:
 - Small Business Owner (5 years in business)
 - Married with children, pets, family close-by
 - Community Minded
- Demographics:
 - Six figure income
 - Home owner
 - Two vehicle household
 - Age 40-55
 - Suburban Neighborhood
- Identifiers:
 - Goal oriented
 - Creative Thinker/Problem Solver
 - Prefers easy, convenient over cheaper solutions

- **Strategic Plan –**

- List 3 Long-Term (5 year) Goals

- 1.
- 2.
- 3.

- **Recovery Plan –**

- List the three most likely threats to your business
- 1.
 - 2.

