



Business Plan Information

A business plan needs to tell the story of your business. It is more than financial projections and facts, the readers should walk away with a solid understanding of what your business provides, who it sells to and how it delivers your product or service to them.

Prior to the first workshop to create the draft of your plan, the following information should be sent to WBP as far in advance as possible. Where you have no information, come prepared to discuss the subject in the workshop:

Basic Information

- Legal name of the business
- Actual or proposed location of the business
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- Type of business (Sole Proprietor, S or C Corporation, LLC)
- Standard Industry Code (SIC) for the business
- Names of the owners and percentage of ownership
- Shares Outstanding, if applicable
- What the business does or will do
- Who the business will sell to
- The trends in the market the business will be operating in
- What methods the business will use to market and sell its products
- Any seasonality that affects the business
- How many employees your business will need to run, what skills and education they will need and how much they will be paid?
- How available are the needed employees in the area where the business will be established?
- The size, location and nature of the facility that will be used to house the business

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- Any legal actions or judgments against the company
- Your resume and those of the other principals in the business
- Details about any fixed assets or machinery needed for the business

After establishing this information, we will broaden it in a workshop that can be held in person or via teleconference. In that workshop, we will expand the following:

1. Business Description
 - a. Vision/Mission/Goals
 - b. Operations
 - c. Fixed plant and assets required
2. Market Market
 - a. Market Analysis
 - b. Industry Description
 - c. Customer Attributes
 - d. Competitive Landscape
3. 3. Product/Service Offering
4. 4. Promotion
 - a. Goal
 - b. Strategy/Tactics
 - c. Marketing Plan
5. Personnel
 - a. Staff needs and organizational plan
 - b. Company Organization
 - c. Background of the principals
6. Outside Consultants/Advisors
7. Financials
 - a. Assumptions
 - b. Start Up Expenses

Depending on the complexity of the business, more than one workshop/conference may be required. The draft of the business plan will presented to you for review, again in a workshop/conference type forum. After gathering corrections and comments, a final draft will be produced.