




Business Plan Writing

COMPREHENSIVE TRAINING

Presented by:

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MEET THE PRESENTERS



Founder & CEO
Ebony Francis

Ebony Francis, President and Founder of AvestiCorp Inc., is a distinguished Accountant specializing in corporate services. Her expertise encompasses bookkeeping, business planning, and government contracting. She and her team to offer unparalleled support to business owners seeking comprehensive financial solutions.



Founder & President
Sileta Bell

Sileta Bell, President and Founder of Bell Consultants, Inc., is a recognized subject matter expert in Business Plan and Grant Writing. As a dedicated Small Business Advisor, she has empowered startup businesses to grow and expand for over a decade with her specialized knowledge and expertise.

A group of business professionals in a meeting, clapping and smiling. The image is dark and serves as a background for the text.

Group Introductions

FIRST AND LAST NAME

BUSINESS NAME / INDUSTRY

LENGTH OF TIME IN BUSINESS

WHAT YOU HOPE TO GAIN

AGENDA

1 The Uses of a Business Plan

2 Pre-Assessment/Feasibility Study

3 Company History and Description

4 Conducting a Market Analysis

5 Carrying out Industry Research

6 Defining Products & Services

7 Operations Planning

8 Financial Planning

SECTION 1

LAYING THE GROUND WORK

Understanding the plan's purpose, audience, and intended use,
ensuring it precisely conveys your business vision

Why a Business Plan?

01

A requirement to secure funding

02

A requirement to secure a lease

03

To attract investors

04

Determine financial needs

05


Risk reduction

06

Feasibility Study



Common Myths



**Business plan
not needed**

**The longer the
better**



**A business plan
guarantees a loan**

**Once completed, it
is set in stone**

**It is only needed
for a loan**

THE 5 C'S OF A BUSINESS PLAN (Patterson, 2018)

Credibility

Credibility is assessed through the reliability and track record of both the business and its owners. Lenders focus on their history of fulfilling commitments. For a new company, this might involve demonstrating the owners' relevant experience and successes in industry.

Capacity

Capacity evaluates the business's capability to achieve sales targets, generate revenue, and sustain loan repayments with its operational cash flow. Investors and underwriters seek assurance that pro-forma financial statements are grounded in realistic projections and assumptions.

Collateral

Most lenders adhere to a general rule, expecting you to contribute 10% to 20% of the total costs as collateral, though this percentage can vary based on industry and economic conditions. Identify current assets on hand and the necessary resources to operate your business.

Capital

Capital refers to the resources you currently possess and those you lack, specifying what additional resources are needed, why they are necessary, and when they will be utilized. If seeking capital from investors, incorporating an offering into your business plan is crucial, detailing the investment opportunity and how it aligns with your business strategy and goals.

Conditions

Conditions assess how external factors and industry trends could influence business success and loan repayment. Business owners must proactively define investment terms in their business plan, understanding the balance between debt and equity's impact on owner profitability and financial risk.

SECTION 2

CAPTURING YOUR COMPANY'S HISTORY

Crafting a concise story within the Company Description, detailing your organization's background, evolution, and current standing

Writing your **COMPANY DESCRIPTION**

The Company Description section offers a comprehensive overview of your business, providing essential information to understand its foundation and operations.

01

Company Overview

State the legal name of your business. State the year your company was officially launched and registered with the Secretary of State.

02

Legal Structure

Detail the legal structure of your company (e.g., LLC, Corporation, Partnership) to give insight into its organization and management framework.

03

Ownership

Identify the owners of the company and the percentage of ownership each holds. Mention the distribution of equity and decision-making power of owners. Include a brief bio for each owner.

Writing your **COMPANY DESCRIPTION**

The Company Description section offers a comprehensive overview of your business, providing essential information to understand its foundation and operations.

04

Company Offerings

Provide a brief history of the clientele or market served by your company, the services offered, and the current or anticipated impact your business aims to achieve.

05

Mission Statement

Summarize the company's purpose, its core values, and how it serves its customers. The mission statement answers the "what," "who," and "why" of your business.

06

Vision Statement

Outline the aspirational goals and future state the company seeks to achieve. The vision statement provides a direction for growth and an inspiring benchmark for success.

Writing your **COMPANY DESCRIPTION**

The Company Description section offers a comprehensive overview of your business, providing essential information to understand its foundation and operations.

07

Strategic Location

Briefly discuss the significance of your company's location in relation to your target market. Whether physical or online, explain how the chosen location enhances accessibility, visibility, and market penetration.

08

Short Term Goals

Describe objectives the company plans to accomplish within the next year. These could include launching new products or services, entering new markets, or achieving specific sales targets.

09

Long Term Goals

Outline the broader ambitions for the company over the next three to five years or beyond. This might encompass expanding to additional locations, diversifying the product line, or becoming a leader in your industry.

SECTION 3

INDUSTRY RESEARCH, MARKET ANALYSIS, PRODUCTS & SERVICES

This section delves into Market Analysis, Industry Research, and Description of Offerings, providing insights into your target market, competitive landscape, and the unique products or services your business offers.



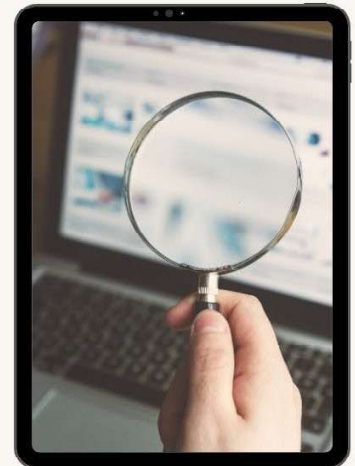
Industry Research

This section of your plan should offer a comprehensive understanding of the industry within which your business operates. It should also provide a macro view of industry trends, growth patterns, regulatory environment, and future projections.

NAICS CODE

Begin by identifying the North American Industry Classification System (NAICS) code for your industry. This code helps in gathering standardized industry-specific data.

Visit the United States Census Bureau via [Census.gov](https://www.census.gov)



Industry Analysis

According to IBISWorld, our industry has seen significant growth, with revenue increasing at an annualized rate of 4.9% to \$64.4 billion over the past five years leading up to 2028. This robust expansion includes a notable 1.3% growth in 2023 alone, signaling a strong and evolving market.

Industry Statistics & Trends

Principal factors driving the Coffee & Snack Shops industry in the US encompass consumer spending, the Healthy Eating Index, the Consumer Confidence Index, and per capita coffee consumption.

Industry Outlook

Over the next five years, the Coffee and Snack Shops industry is anticipated to sustain its upward growth trajectory, bolstered by the lifting of social distancing and stay-at-home mandates.

coffee & snack shops





Research Resources

- 01** U.S. Census Bureau
- 02** North American Industry Classification System
- 03** IBIS World
- 04** Statista
- 05** Pew Research Center



Market Analysis

This section is crucial for understanding the specific market segment your business targets, including who your customers are, what they need, and how you can serve them better than your competitors.

Target Market

Age: 16-25

Define the specific group of consumers you aim to serve, including demographic, geographic, and psychographic characteristics.



Demographics

Who is within reach?

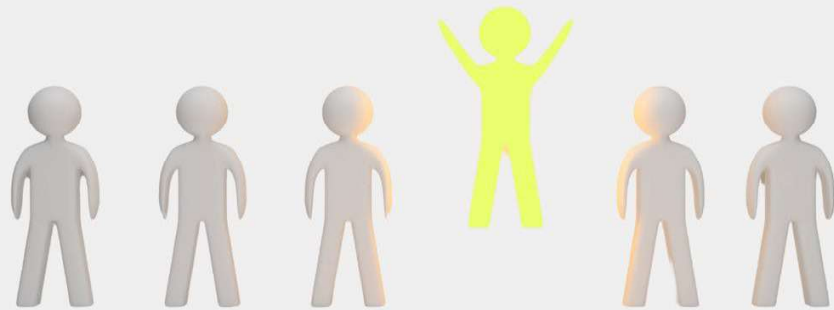
Focus on the demographics particularly relevant to your business location or service area. Identify the customer base's needs and preferences. It is also important to understand the customer themselves and what factors might influence their behavior(s).



Competitors

Identify Competitive Edge

Analyze your direct and indirect competitors, their strengths and weaknesses, and how your business compares. Highlight what makes your business unique and capable of capturing market share (e.g., better quality, service, innovation).





Products & Services

The Products and Services section outlines your comprehensive offerings, detailing how they meet market needs and distinguish you from competitors. It underscores your commitment to quality and innovation, catering to evolving consumer preferences and demands.

Our Service Offerings

Pricing varies per service request and reflects starting price

Tree Trimming \$500

our tree trimming service ensures your trees are beautifully maintained, promoting health and growth while preventing potential hazards.

Landscaping \$500

We offer a complete transformation of your outdoor areas into stunning, functional landscapes that reflect your personal style and enhance property value.

Gardening Design \$300

We provide personalized gardening design services that create unique, sustainable gardens tailored to fit your lifestyle and enhance your outdoor living space.

Lawn Service \$200

Our comprehensive lawn care includes aeration, fertilization, and pest control, ensuring your lawn remains lush, green, and healthy throughout the year.

Treatments \$75

Our targeted treatment service eliminates unwanted vegetation or growths using eco-friendly solutions to maintain the health and aesthetics of your lawn and garden areas.

Farming \$100

We offer farming services focused on sustainable practices, crop planning, and efficient land use to maximize your agricultural productivity and sustainability.

Highlight Signature Service



It is okay to highlight your company's flagship product or offering within your business plan or marketing materials. This standout service, known for its exceptional quality or popularity, can be showcased with a brief history to illustrate its development and significance.



SECTION 4

MARKETING PLAN AND OPERATIONS PLANNING

Explores the Marketing and Operations Plan, outlining strategies for reaching your target audience and detailing the day-to-day processes that ensure your business runs efficiently and effectively.



Marketing Plan

“You can’t be seen until you learn to see”

‘THIS IS MARKETING’ BY SETH GODIN

4 P'S OF MARKETING

Product

Describe the product or service offerings while focusing on the value they provide to customers.

Price

Outline pricing strategies, including how prices compare with competitors and perceived value to the customer.

Place

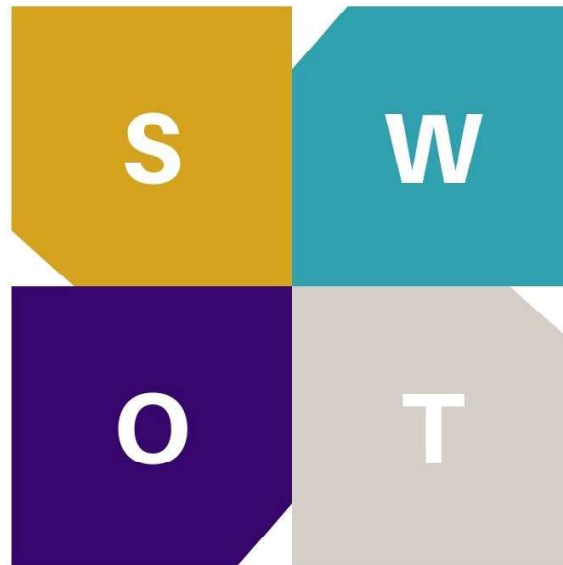
Detail distribution channels and how the product or service will be delivered to customers. Also, capture how your location strategically captures customers.

Promotion

Highlight promotional strategies and campaigns to generate interest and sales.

STRENGTHS

List the internal attributes and resources that support a successful outcomes.



WEAKNESSES

Identify internal attributes and resources that might work against a successful outcomes. Be sure to describe plan to improve.

OPPORTUNITIES

Point to goals or conditions that could potentially enhance performance.

THREATS

What potential barriers are you aware of? What are some present or future factors outside of your control?

MARKETING CHANNELS

Identify the channels that will be utilized to connect with your company's target audience. It is crucial to articulate the strategic rationale behind the selection of these channels, demonstrating their effectiveness in engaging your intended demographic.



SOCIAL MEDIA

1



GOOGLE LISTING

2



WEBSITE SEO/BLOGGING

3

OPERATIONS PLAN



Outlines the day-to-day activities required to run the business, detailing how products or services are produced and delivered.



Covers resource allocation, supply chain management, staffing, and contingency strategies to address potential challenges.



LEADERSHIP TEAM



Jane Doe
President & CEO



Jane Doe
COO



John Doe
CFO

OTHER TEAM MEMBERS



VP of Sales

Offer a description of each person's role. Be sure to highlight the significance of role to company operations.



Executive Assistant

It might be helpful to mention when each person will join the firm and the strategy behind this timing.



Marketing Director

Mention whether team members will be full-time or part-time. Be sure to mention if they will be employees or contractors.



General Manager

Explain your hiring strategy. If you plan to expand the team over the next 1 to 3 years or more, it might be helpful to mention it.

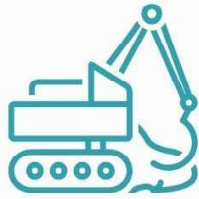


General Operations



Technology

Identify and describe the technologies that you will use to streamline day to day operations.



Equipment

Identify physical assets required for operations, including facilities and equipment.



Supply Chain

Discuss strategies for managing suppliers, inventory, and logistics to ensure uninterrupted operations.



Risk Assessment

Identify potential operational risks and your mitigation strategies.

SECTION 5

FINANCIAL PLANNING AND EXECUTIVE SUMMARY

Outlines strategies for the financial planning crucial in preparing proforma statements. It leads into the Executive Summary, which succinctly integrates all elements of the business plan, ensuring a coherent overview of the company's strategic direction.

Writing **FINANCIAL ASSUMPTIONS**



Clearly states the financial request. Highlights current financial position of owners/business. Offers underlying assumptions behind revenue forecasts, cost estimates, and financial projections to provide context and enhance credibility.






Include market research, historical data, and industry benchmarks to justify and support your financial assumptions.



Address potential variables and scenarios, such as economic fluctuations or market changes, to demonstrate thorough planning and resilience.

Detailed **FUNDING REQUEST**

-  In addition to stating the funding request, be sure to highlight the terms you'd like applied to this request. Terms may vary for a loan request, versus investor request, etc.
-  Be clear on intended use of funds. Provide a detailed breakdown of start up costs, expansion needs (Ex. Inventory, equipment, working capital, etc.).
-  It is helpful to include a description of your future strategic financial plan. This might include your plan to pay off debt early, to secure a second location one of your projection years, or even to sell your business.

Financial **PROJECTIONS**

- If an established company, be prepared to show 3 to 5 years of income statements, balance sheets, cash flow statements, and provide proof of collateral.
- Provide 5 year projections to show financial outlook for the next five years of operations. This will include income statements, balance sheets, cashflow statements, capital expenditure budgets, profit & loss statements, balance sheets (Provide what the lender asks for).
- Year one can be more detailed, where you show full month by month statements. The other years can be summarized.



Executive Summary

Brief Company Description

Mention Ownership

Mission Statement

Products/Services

Target Market & Location

Industry/Market Research

Funding Request/Highlights

APPENDIX SECTION





SECTION 6

OPEN DISCUSSION ON NEXT STEPS

Resources, Q&A, and Next Steps for Completing your Business Plan

Thank you!

KEEP IN TOUCH!

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