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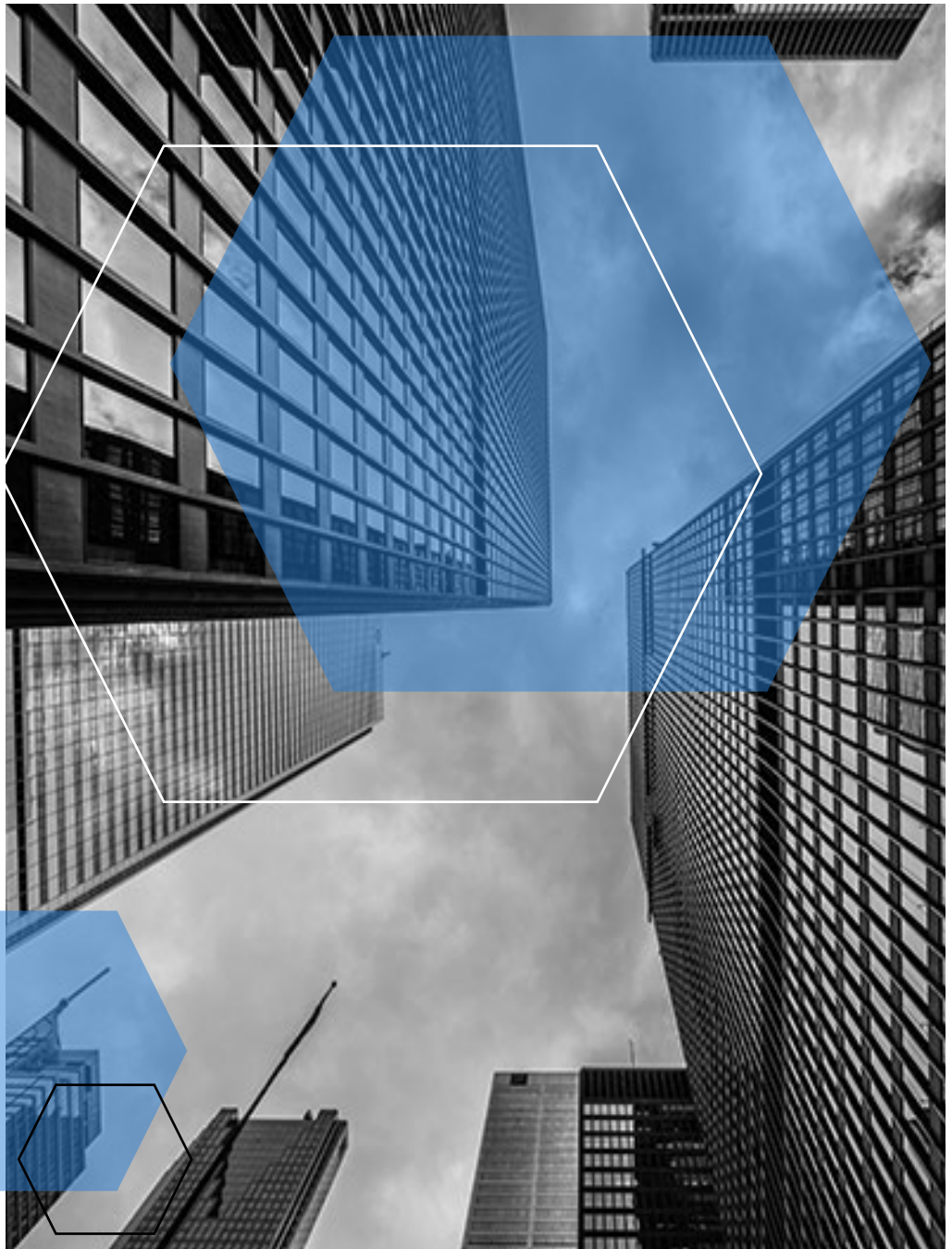
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Table of content

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Process of engagement

Arctic Consultancy Services



BUSINESS PLAN

INTRODUCTION

Use our template to complete your business plan. Complete all the sections and you are ready to go to your bank or use it to monitor your business. The plan must show your audience that you fully understand why you will succeed in your business and how (and when) it will generate profits.

It is best to write a three-year plan but most of the detailed analysis should concentrate on the next 12 months only. It is that timing that will see if you will survive.



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EXAMPLE

INTRODUCTION

EXECUTIVE SUMMARY

BUSINESS MISSION

EXTERNAL ANALYSIS

The economy & business environment

Competition

Market size

INTERNAL ANALYSIS

Our products and services

Marketing

SWOT ANALYSIS

STRATEGIES

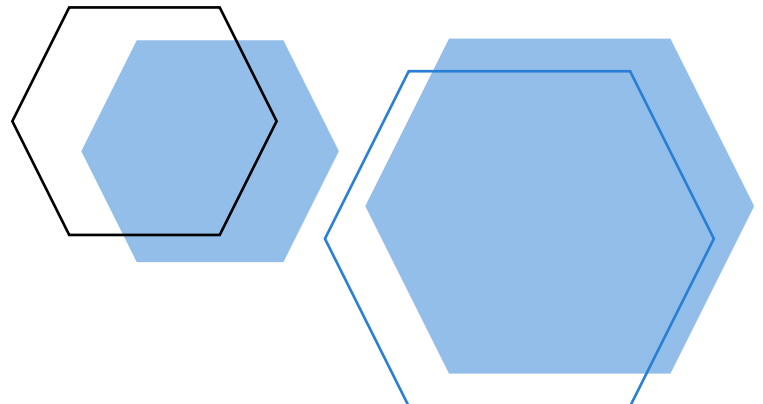
Sales summary

Group structure

Management Team/ HR

MARKETING PLAN

FINANCES

















PROCESS OF ENGAGEMENT

WHAT SHOULD BE INCLUDED

The above is an example of table of content of a business plan. We customize the business plan depending on the purpose and the audience. During our consultation process, we use a variety of tools (see examples below) to establish what should be included in the business plan. This process will help address your specific requirements.

-  Business Selection Check List
-  Equipment Inventory List
-  Equipment Lease Check List
-  Estimating the cost of a Startup
-  Family Monthly Budget Schedule
-  Franchise Agreement Check List
-  Initial cash requirement for new business
-  Owners Check List for Starting a Business
-  Personal Asset Statement
-  Projected Staffing Schedule
-  Real Property Check List
-  Strength and Weakness Check List

ARCTIC CONSULTANCY SERVICES

WE ARE HERE TO HELP

Our consultants have written hundreds of business plans in a variety of sectors. A well written business plan will help you to address key aspects of your business and assist you in making informed decisions. People write a business plan for a variety of reasons:

- You want to start a business.
- You own an established business and want to develop a road map for the business for the next 3-5 years
- You need to determine your objectives
- You are trying to predict the future
- You want to raise finance for business growth

We are here to help. Contact us today.

Visit us at: www.arcticconsultancy.com