

1: 7 Parts to a Winning Business Plan - Small Business Trends

That is why we are examining another book on business plans, tagged "Writing Business Plans That Get Results", with the subtitle "A Step-by-Step Guide". It is authored by Michael O'Donnell, a business consultant with the Promersberger Company in Fargo, North Dakota.

Goke Ilesanmi Planning is very critical to success of everything we do. It is even more important in business. As a staff member of the Centre for Innovation and Business Development at the University of North Dakota, he worked with inventors and entrepreneurs on a daily basis. The author says you need to feel comfortable with why you must go through the exercise of writing a business plan. He stresses that if you do not understand the reasons for it and the benefits it will bring, in all likelihood you will do a less-than-adequate job. The entire summary should be clear and to the point. Use short, choppy phrases. The language should be simple and demonstrate clarity of management objectives. Above all, the summary should show opportunity. He advises that you should describe the nature of the business, i. Describe current milestones reached and their financial results, i. State what industry your product addresses, adds this expert. Chapter two is based on the subject matter of table of contents. He says any one can stand alone as a separate section, based on importance of each issue to your start-up. He says you should demonstrate your awareness and understanding of the administrative details and explain the personnel needed and how you will fill and train these positions. According to him, this section is highly scrutinised by potential investors, and most sophisticated investors will undertake an independent financial analysis of the venture. He says this section must be thorough and convincing. On general concept assessment, this text is on the high rung of the ladder. Stylistically, this text is unique. By writing this book in a modular format, with each module designed to stand on its own, with the assumption that people collect, organise and absorb information in blocks, rather than in large doses, stylistic creativity is displayed by the author. This text is practical, comprehensive and the language is simple while the ideas are well presented. However, he seems to overuse stylistic and emphatic tool of repetition in some areas. On the whole, the text is conceptually fantastic. It is a must-read for all entrepreneurs that want their companies to be successful and profitable.

2: How to Really Write a Business Plan - Small Biz Daily

WRITING BUSINESS PLANS THAT GET RESULTS: A STEP BY STEP GUIDE by Michael O'Donnell only has a total of about twenty pages of text that actually explain to the reader anything about a writing a business plan that "gets results".

Crowdsourcers Personal investors family and friends Not all business plans are designed to raise capital. However, when the goal is to find investors or land a bank loan, writing a good business plan requires including the specific information the investor will need to make a good decision. The document must also be eye-catching and garner interest from the first paragraph or the document is likely to be rejected. In other words, it should create a sense of excitement, and that is not easy to do without expertise in writing a business plan. OGS Capital experts have successfully written thousands of documents that caught the attention of investors. Investors want to get a quick understanding of the enterprise and what it offers the marketplace. Once hooked, there will naturally be questions, and the next role the newly created document plays is as informer. Investor questions are answered section by section, so that by the end, the investor has most of his or her questions answered. If still interested, the next step is to provide additional information requested, and OGS Capital consultants can assist clients as needed in that area also. Managing the Business Plan Writers Cost The cost of creating a document varies, depending on the length and amount of research needed or requested to get the job done right. There are two different perspectives concerning consulting costs. One perspective says it is best to write a document with no professional help and save money. This perspective usually assumes that designing and producing such a document is easy. The other perspective says getting professional help is critical to success, even if it costs more, because so much is riding on getting it right. In the first option, people decide to do their own creating, believing they are saving the cost of a consultant. They may use purchased software or information gleaned online or free online templates. The disadvantages of this approach include: In the end, it is likely a professional business writing consultant will have to be hired to rewrite the entire document. The costs are doubled at that point—there is a cost associated with your personal time investment and the costs of hiring a professional business writer. It makes more sense to rely on professionals from the beginning. The second option is to hire high quality, professional writers, keeping in mind there is a difference between cheap business plan writers and inexpensive business writers. We always get what we pay for, and cheap implies a bargain and bargains often cost people more in the end than if they chose a higher priced option. Choosing the cheapest business plan writer cost may mean you are getting one of the fill-in-the-blank forms the writer fills in based on your responses. Professional writers, like those at OGS Capital, are business planning consultants who ask questions, do the necessary research, resolve inconsistencies, and adhere to quality standards. We offer reasonable and competitive rates for the level of service provided, making our rates inexpensive. It is not advisable to use just any service based on the cheapest rates because many of these companies are using inexperienced writers in order to keep labor costs as low as possible. Getting help with writing a business plan is an excellent decision. In many instances, the entrepreneur or professional gets one opportunity to attract a particular investor. Once rejected, that particular version becomes useless as a funding tool. However, not all business plans are used to raise capital. That does not mean quality should suffer simply because the document will be used by executives and managers rather than outsiders. If the document is used as a living, breathing document that provides a solid roadmap to success, it is critical that the information it contains be accurate, reliable, and useful. The document can become a marketing tool, a guide for making strategic decisions, and a financial benchmark. It is a compass, keeping the enterprise headed in the right direction. It is a daunting task to write a successful document of such importance, which is precisely why we offer help with business plan writing. When startups and new projects succeed, the U. There are many innovative ideas that never see the light of day because entrepreneurs do not know how to even start creating such a document or how to find funding. A great idea remains just a concept that never comes to fruition. There is simply no reason for this to happen when anyone can easily access top professionals who can write a business plan online in consultation with clients. The process is simple: An OGS Capital staff member responds Start a conversation about needs Choose the relevant service s

needed Get a quote Work with the OGS Capital team assigned to your project Get a final document within days in most cases lengthier and more complex orders may take a little longer It is also possible to request a quote online by using the online form asking for the type of service desired, detailed information about the project, and relevant uploaded files providing adequate information. The quote is prepared within three hours because we believe our clients deserve top quality customer service as well as top quality products. We have carefully designed the process for writing a great business plan to achieve maximum efficiency without sacrificing quality. Our goal is to help each client reach their goals, starting with the business plan. When the document is completed and delivered to the satisfaction of the client, our specialists are still available to answer client questions and provide guidance on next steps. In fact, OGS Capital has an extensive network of investor contacts the client can access to find the right kind and amount of funding. Writing a Winning Business Plan Requires Strategizing The first step in writing a business plan for a company actually begins before the first word is written. The business plan developers will need answers to questions like the following sample set: Is this a startup, expansion, or new project? What is the value proposition? Is there a product prototype already developed? What is the profile of the ideal customer, i. Are there identified competitors? How does the entrepreneur intend on marketing products or services? What is the competitive advantage in the market segment? What are the expected revenue streams and cost structure? Are key suppliers identified? How much capital is needed from outside investors? Alternatively, if privately funded, what are the sources of funding? How much money can the enterprise potentially make on an annual basis? How much monthly cash flow is needed to keep the enterprise or project viable? What are the project costs? The expert team that is assembled is headed by one of our industry experts who oversees the development project. Though the client will have some of the answers, the team members will also ask questions that fill in information gaps and connect the sections, prepare a business plan cost analysis, and drive strategizing. The business plan for a company will include independent research, market identification or verification, strategies for long-term sustainability, and financial projections that make sense. The final consulting business plan represents the best collective effort of the entrepreneur or managers and the expert team of writers. Our clients are in industries that include the following and many more:

3: Writing Business Plans That Get Results - GOKE ILESANMI

Beyond everything, the plan must also be result-oriented, which is the focus of this text entitled "Writing Business Plans That Get Results" with the subtitle "A Step-by-Step Guide" written by Michael O'Donnell.

To make it an absolute success, getting all the details right from the very beginning is absolutely crucial. This is where a business plan becomes relevant. A business plan is a formal statement that comprises the goals of a business, reasons why they are attainable and the ways in which these can be accomplished. In short, a business plan is a road-map to success. It is important to understand that while a business plan may not make success inevitable for a business, it can definitely help you identify viable ways to avoid failure. It helps you get a clear understanding of the strengths and weaknesses of your business and devise ways to capitalize on the strength and minimize the risks. Parts of a Business Plan Regardless of whether you are starting a business or planning to grow your existing one, a business plan is an absolutely crucial element. Executive Summary An executive summary briefly outlines the goals and objectives of the business. Sometimes, you might require to show the business plan you formulate to investors and financiers. Therefore, you should ensure that you get to the to-the-point in the summary. Description of the Business This is where you introduce readers to the business. Describe the products and services that your business plans to provide and where and how you plan on providing these to your potential customers. By now, you would need to have a clear idea about which industry corresponds to your business and who your target customers are going to be. Also include, an industry analysis and how your business fits in. It should also comprise an outlook for the future. Include how further developments in your industry may affect your business and add facts supporting your inferences. Analysis of Market Opportunities and Competition A thorough market research is crucial for your business. This research should analyze the buying habits of customers, purchasing cycle, their willingness to accept new products and services etc. Also, it is important to have an idea about your competitors and what works for them. These findings will help you determine how to differentiate your product or service from the existing ones. The strategies you devise for this purpose should be included in your business plan. Marketing and Sales This section should comprise a layout of your marketing plan. One of the primary purposes of this section is to find ways to spread awareness of the products and services among your target customers. Marketing involves advertising and promoting your products while maintaining proper public relations. Your plan should include the techniques that you will implement to generate leads, increase conversion and retain customers. These should be actionable and based on facts. Business Operations and Management This section is dedicated to how you plan on running the business. This may include requirements related to staffing, logistics and development of the business. Also, the tasks assigned to every division, responsibilities of the management team etc. Some other aspects that you need to consider are infrastructure, working equipment, WiFi requirements and so on. You should keep in mind that the operations will change as the company grows. Therefore, your business plan should have provisions for these changes. Finances The success or failure of a business boils down to its profits and this section will help in planning how to keep it steady. The major aspects include: Contingency Plan Even with a full-fledged plan, there can still be certain areas that can go wrong. This could include a shift in marketing strategies in case the desired results are not obtained within a specific time, change in product focus etc. While this is a basic structure of a business plan, you can include variations depending on the type of business. The benefits of a business plan are endless. A well-drafted plan is crucial in driving your business towards success. Manager Photo via Shutterstock.

4: How to Write the Financial Section of a Business Plan | www.enganchecubano.com

Writing Business Plans that Get Results 02 Nov Startup Plus (Startup (+) in our internal lingo) is the 3rd stage of the 6 month accelerator program we run at the Innovation Hub at Broward College - and we have THE GUY who wrote the book on it at the steering wheel.

Based in the Washington, D. C. area, Getty Images A business plan is all conceptual until you start filling in the numbers and terms. You do this in a distinct section of your business plan for financial forecasts and statements. The financial section of a business plan is one of the most essential components of the plan, as you will need it if you have any hope of winning over investors or obtaining a bank loan. Realize that the financial section is not the same as accounting. Many people get confused about this because the financial projections that you include--profit and loss, balance sheet, and cash flow--look similar to accounting statements your business generates. But accounting looks back in time, starting today and taking a historical view. Business planning or forecasting is a forward-looking view, starting today and going into the future. They are going to want to see numbers that say your business will grow--and quickly--and that there is an exit strategy for them on the horizon, during which they can make a profit. Any bank or lender will also ask to see these numbers as well to make sure you can repay your loan. It should be a guide to running your business," Pinson says. One way, Berry says, is to break the figures into components, by sales channel or target market segment, and provide realistic estimates for sales and revenue. But if you break the guess into component guesses and look at each one individually, it somehow feels better," Berry says. For example, what you see in the cash-flow plan might mean going back to change estimates for sales and expenses. Start with a sales forecast. Set up a spreadsheet projecting your sales over the course of three years. Set up different sections for different lines of sales and columns for every month for the first year and either on a monthly or quarterly basis for the second and third years. Because you want to calculate gross margin. The best way to do that, Berry says, is to look at past results. Create an expenses budget. Berry likes to differentiate between fixed costs i. Berry recommends you go with simple math. He says multiply estimated profits times your best-guess tax percentage rate to estimate taxes. And then multiply your estimated debts balance times an estimated interest rate to estimate interest. Develop a cash-flow statement. This is the statement that shows physical dollars moving in and out of the business. You base this partly on your sales forecasts, balance sheet items, and other assumptions. If you are operating an existing business, you should have historical documents, such as profit and loss statements and balance sheets from years past to base these forecasts on. If you are starting a new business and do not have these historical financial statements, you start by projecting a cash-flow statement broken down into 12 months. Some business planning software programs will have these formulas built in to help you make these projections. This is your pro forma profit and loss statement, detailing forecasts for your business for the coming three years. Use the numbers that you put in your sales forecast, expense projections, and cash flow statement. You also need a projected balance sheet. Some of those are obvious and affect you at only the beginning, like startup assets. A lot are not obvious. Then figure out what you have as liabilities--meaning debts. The three-year income projection will enable you to undertake this analysis. How to Use the Financial Section One of the biggest mistakes business people make is to look at their business plan, and particularly the financial section, only once a year. And then use those comparisons to revise projections in the future. Pinson also recommends that you undertake a financial statement analysis to develop a study of relationships and compare items in your financial statements, compare financial statements over time, and even compare your statements to those of other businesses. Part of this is a ratio analysis. She recommends you do some homework and find out some of the prevailing ratios used in your industry for liquidity analysis, profitability analysis, and debt and compare those standard ratios with your own. You should be utilizing your financial statements to measure your business against what you did in prior years or to measure your business against another business like yours. This is a summary of your business from its start to the present. Sometimes a bank might have a section like this on a loan application. All of the various calculations you need to assemble the financial section of a business plan are a good reason to look for business planning software, so you can have

this on your computer and make sure you get this right. Software programs also let you use some of your projections in the financial section to create pie charts or bar graphs that you can use elsewhere in your business plan to highlight your financials, your sales history, or your projected income over three years.

5: Best business plan consultants and professional business plan writers at www.enganchecubano.com

Download pdf Writing Business Plans That Get Results: A Step-by-step Guide pdf free 1. Download pdf Writing Business Plans That Get Results: A Step-by-step Guide pdf free.

Strategy with no action is just an idea; action with no strategy is anarchy. Neither scenario enables a company to deliver results. This article explores the three essential steps of achieving success as defined by a given organization. This may sound easy “ and it can be “ yet few achieve the results they desire. This article explores the pitfalls of these three steps and provides guidance to avoiding the traps. As a team becomes more experienced, they will learn to recognize points of failure early in the process and how to make corrections so that those failure points will have a minimal impact on results. Define the Strategy A well-defined strategy sets the direction of the organization in the near-, mid- and long-term. The tactics to achieve the strategy must be flexible enough for minor corrections to accommodate the changes in the business environment. The strategy, however, must be carefully derived and then adhered to. Defining strategy can fail in a myriad of ways. Experience and benchmarking suggest common failure modes include: Stating a means to an end rather than a strategy. For example, a strategy may be set as growth by 20 percent within five years. A means to an end, however, may simply state growth through mergers and acquisition. Poor alignment within the leadership team. Failure to consider the market. This is possibly the most dangerous strategic failures if the company maintains short-term success with a vision that will fail over the long term. Consider the example of a CEO of a large diversified manufacturer who was leading the company through a fundamental change from a construction-equipment manufacturing focus to a refrigeration-based portfolio. During this transition, the CEO asked his team to consider other industries in which businesses had to evolve to achieve success. The CEO would rhetorically ask: If a successful buggy whip maker refused to change in the late s, would they still be in business today? It is critical that leaders understand where and what they want an organization to be while also understanding the markets. Avoid Pitfalls Through Research With potential pitfalls identified, here are a few steps to avoid the potential issues with one thread in common “ nothing beats solid research. For most companies, three readily available sources of information include 1 voice of the customer VOC , market research and input from stakeholders. The value of VOC is positioning the business to grow with a customer base. There are two reasons to begin with VOC: Market research will lead to a greater understanding of macro trends and industry direction. Typically, it is possible to join benchmarking organizations to gain access to market data and competitor analysis in an ethical manner. This knowledge allows a business to choose to stay focused in an existing market segment, expand to an adjacent segment or exit a segment. With these efforts undertaken, a company will know its customers, its market and its core competencies. This is enough information for beginning to build a strategy. The next step is to determine and plan accountability to achieving the strategy. Link Actions to the Strategy Linking actions to strategy can occur through a variety of common methods. Whatever the method used, there should be a focus on the links needed from the top of an organization to the point of building the product or service. Organizations not well disciplined in linking actions to the strategy often fail to achieve their goals. It is a false hope to believe that highly talented people inherently know what to do. The leadership team develops a strategy, it is discussed, it is debated, everyone at the table nods their head in agreement with the CEO, everyone agrees to take action and the meeting ends. Everyone returns to work, puts off action for a few days to catch up on important issues and returns to trying to implement the strategy just before budget time. The budgets are completed, six months go by, teams take a few steps before the mid-year review, and a key leader realizes he needs to hire three people and purchase new software before engaging his team in strategic actions again. Human resources HR and information technology IT teams have been working on other priorities. This leader is left trying to build a case to justify his actions as to why his piece of strategic work is not fully underway. The problem here is not a lack of effort, but rather a lack of alignment to a common goal. This often results from the false assumption that if everyone walks away knowing the goal and everyone is top talent, then everyone will naturally know what to do, when to do it and coordinate between functions appropriately. Goal deployment is designed to ensure that each functional leader

accepts accountability for their actions to achieve the strategy. In this example, the overall strategy for the company is the same, but HR would be accountable to lead the process of hiring three qualified resources by a specific date, IT would be accountable to evaluate and implement the proper IT solution and so on. With this simple step, an organization can begin to align resources, but the key is taking these first steps all the way to the point of execution. For example, for HR to fill its responsibility, it will need to work with the hiring manager to build the proper job descriptions, work with organizational design to be sure that the job is structured correctly, etc. The task assigned to IT would be similarly divided into smaller tasks. The pattern remains this simple "at each level of management the president aligns the functional leaders to specific accountabilities. At each lower level of management, the alignment must occur in a matrixed approach to the president as well as to the dotted-line functional leaders as shown in the figure below. Sample Organization Structure The pattern shown above continues to the level at which the accountable individual has clarity and can take action. This enables individual contributors to focus on meaningful actions and understand how their work impacts others. As shown, the president would align the VPs to specific and accountable initiatives. As in most organizations, each VP has a team. For this example, the breakdown is shown for the VP of operations. The VP of operations would then work with each plant 1 through N to split the accountability relative to the involvement and opportunities for each plant. The general managers of each plant would then work with their functional leaders to drive action. Each plant functional leader is accountable to align to the direction of the plant general manager as well as their functional leader at the VP level. This pattern of accountability assures alignment of resources of resources including people, money and time. Measure Progress Toward Realizing the Strategy This step is frequently dismissed and often assumed to be easily achieved. It is, however, less intuitive than it appears. It is common to see leadership completely misalign the measurement system to the stated strategy. For example, if a strategy is based upon growth, but the metrics are based upon controlling costs, realizing the strategy is likely to be a challenge. Developing metrics is nearly impossible if an attempt is made to build the metrics from the top down for all levels of the organization. It is easier to focus on one to three metrics per strategic plan at the highest level. These metrics paired with the strategy deployment method from the sample organizational chart above will effectively communicate the strategic priorities to each subsequent level. Aligning the strategy and metric at each level is essential. This enables a bottom-up development of metrics at the point of action that directly aligns to the top-level metrics. Timing is critical when it comes to measuring strategic progress. Typically, organizations measure themselves monthly, quarterly and annually. This is sufficient for the higher-level metrics. As metrics approach the level of individual contributors, metrics should be reviewed per each time period. This is the basis of continual improvement and better positions the organization to react at the speed of business. The advantage to measuring monthly is the cycle of learning speeds up, which better prepares a team. Each month, measure performance against goals and take counter actions when not achieving the desired and expected performance levels. Reflect more deeply upon the strategy and the direction of the strategy quarterly or biannually "not to second-guess the strategy but rather to reflect on the markets to see if changes external to a team warrant any changes in strategy to maintain relevancy. In Summary Leadership teams struggle to ensure strategies are perfect. A good strategy is one which provides a clear direction for the organization and is also actionable. Strategy with no action is just words and action with no strategy is much like releasing a balloon in a room "anyone watching sees movement and activity, but nothing is accomplished. Results only occur if actions are clearly linked to the strategy. A reasonable strategy with meaningful actions is better than a perfect strategy and no action. The same can be said in comparison to no strategy with constant action. The final piece to this puzzle is an effective measurement system or feedback loops. Regardless of the strategy, ensure that metrics represent the progress toward achieving the strategy.

6: Business Plan Writing Services | Custom Business Plan Writers – ContentDevelopmentPros

Practical, comprehensive, and clearly written, Writing Business Plans That Get Results is required reading for any entrepreneur who wants his or her company to prosper. Michael O'Donnell, a business consultant with the Promersberger Company in Fargo, North Dakota, specializes in developing marketing plans for the firm's clients.

They can also be invaluable for growing companies. If your original business plan has been gathering dust in a drawer for years, take it out and review it. Are you planning to expand your business? Revising your business plan to reflect your new goals will provide a road map for success. Why not start with a one-page business plan and expand on it? Begin your business plan by jotting down notes and ideas for each of the key sections a business plan should include: Who is your target market? What is your business model that is, how will you make a profit? Who are your competitors and how does your business compare to theirs? How big is the market and what share of it can you reasonably hope to obtain? This is the nuts-and-bolts stuff—what type of building or facility, equipment or machinery, staff, etc. Also describe your management team, including your background and that of any key employees or partners in the business. How will it product or service be sold? What distribution channels will you use? If you do need financing, this section should also explain exactly how much money you need, specifically what the money will be used for, and what the business results will be. Here are three useful resources: LivePlan is a step-by-step tool that helps businesses at any stage create a one-page summary, a full business plan and more. He or she can advise you on how to make your plan stronger and more appealing to lenders, investors and other financing sources. Another way to grow your business: Apply for the Goldman Sachs 10, Small Businesses program. This intensive education program gives growth-oriented entrepreneurs the tools they need to create jobs and economic opportunity. Learn more about how the Goldman Sachs 10, Small Businesses program works. The deadline to apply for the Los Angeles City College cohort is November 15, , and the program begins on March 15, The deadline to apply for the Long Beach City College cohort is December 19, , and the program begins on April 5, Apply here or call Free Business Plan Workshop.

7: Guest Post - 5 Tips to Writing a Website Business Plan That Will Get You Results!

In the post I outline 5 Tips to Create a Soul Business Plan That Will Get Results. The Soul Business Plan is not just for websites, but can be used for any small business, or even as an individual. To find read more about the 5 Tips to Create a Soul Business Plan That Will Get Results listed below, click [HERE](#).

8: How to Write a Business Report (with Pictures) - wikiHow

With some, I've collaborated on writing business plans and proposals for a host of different initiatives: Staffing needs (within the HR organization and/or the company it serves). Technology.

9: Business Plan Pro – Business Plan Software to Write Effective Business Plans - Palo Alto Software

Professional Business Plans That Get Results. Are you in tough spot because you have to write and submit a business plan? Our professional business plan writing service is the answer to your problem.

Worlds End I (Worlds End) Europeans arrive at the river Fire alarm handbook wiring standards Dfi lanparty nf4 manual Deportation of aliens from the United States to Europe. The village of Hoffman Estates Cowboy rides away Womens liberation in the Bible Surgery for chronic overuse tendon problems in athletes Deary Kader and Nicola Maffulli. Progressive Pentecostals: ministries, beliefs, and motivations What is trait theory of leadership Thousand Country Roads Diploma cet question papers 2012 Guide to understanding Islamic investing in accordance with Islamic Shariah Intercourse Between India the Western World 500 miles sheet music Splendors of Ancient Egypt You Decide! Current Debates in Introductory Philosophy (You Decide!) Numerical methods in finite element analysis bathe wilson 3g turbocharger script Social Insurance (Command 4124) The Herschel Walker story A school for unusual girls Support a government designed and run for all the people January 22-28 Barbara J. Essex THE PAPACY AFTER THE RESTORATION IN 1814 Cup on the shelf/t61 Animal Families (My Little Bk of Animals) The joyful ways of the saints Vikings (Interfact) Fodors-Madrid 88 Looking for Genigraphics, and Vice Versa All-New Cake Mix Magic Teen parent families : playing and learning together. The philosopher and the storyteller Toyota land cruiser parts catalogue A case study in syntactic markedness Floating letters Mayer I. Gruber The economic problem : scarcity and choice Diploma mechanical engineering resume