

## Failing to plan is planning to fail

### Key takeaway:

Every business owner can stack the odds of success in their favour by objectively analysing their business and completing a focused business plan.

### What We Covered:

- The importance of the business plan
- Contents of a business plan
- The integration of those contents

### Failing To Plan Is Planning To Fail

#### Support Resources

>> Internet Document

Business Plan Basics

[http://www.sba.gov/starting\\_business/planning/basic.html](http://www.sba.gov/starting_business/planning/basic.html)

This is a must read. The SBA (US Small Business Administration) has provided a self paced tutorial on how to write a business plan covering the typical structure of such a plan and including suggestions as to what to cover in one.

>> Website

How To Start A Small Business

<http://www.bplans.com/st/>

Basically a marketing site for a business plan software product, it does link to a large number of sample plans covering a variety of industries. These are worthwhile looking at to get an idea of what goes into a business plan, how it is worded, and what information is used for different industries. From the Bplans.com site.

For an example of a service provider business plan see the CCH Business Owner's Toolkit site at [http://www.toolkit.cch.com/tools/buspln\\_m.asp](http://www.toolkit.cch.com/tools/buspln_m.asp)

## Support Resources

>> Website

Business Planning And Startup

<http://www.canadabusiness.ca/eng/86/4878/>

The CSBC, (Canadian Small Business Center), has compiled an excellent set of industry specific sample business plans:

Business Plan for Retailers

Business Plan for Small Construction Firms

Business Plan for Small Manufacturers

Business Plan for Small Service Firms

And a general guide:

Business Plan Guide

## Starting To Plan – Your Vision Of The Future

### Support Resources

RAN ONE Solutions

Use TBR productivity measurement

Personal Goalsetter PLUS

- Return for effort
- Business growth scenario

RAN ONE Rocket

## Using The Plan To Develop Marketing Strategies

### Support Resources

RAN ONE Solutions

Opportunity to discuss a Business Diagnostic™ assignment.