



Introduction

STARTING and running a successful business in today's rapidly changing world is a considerable challenge. If adequate planning and control measures are not established early, a new business can quickly find itself raging out of control. To prevent this, it is necessary to put together a well-thought-out business plan—your blueprint for survival.

Writing a business plan is THE fundamental starting point for ALL entrepreneurial efforts. Time and time again, it has proven itself the single most controllable factor relevant to the success of any business.

What is a Business Plan?

A *Business Plan* is primarily an organizing tool used to simplify and clarify business goals and strategies, which might otherwise appear complex and intimidating. A business plan is also a sales tool. If it cannot convince at least one other person of the value of your idea, then either your idea is not worth pursuing, or your plan needs rethinking. In addition to being clear and straightforward, a business plan is persuasive.

A business plan is also factual, concise, well written, and arranged in a logical sequence. It contains all the pertinent information regarding your business and uses simple uncomplicated language that will not tax your readers. It does not contain unsupported statements, nor information that is ambiguous or poorly explained. The mood of a business plan is calm and clear, with just the right amount of excitement. It is inspirational and positive, but never full of empty promises.

Why Write a Business Plan?

A business plan consolidates your research, acts as a guide during the lifetime of your business, and makes sure you take an objective unemotional look at your business. It also provides potential investors and lenders with detailed information about your company's past, current, and future operations. Furthermore, a good business plan:

- gives you a list of goals and steps to follow.
- helps uncover obstacles you might have otherwise overlooked.

The beginning is the most important part of the work.

PLATO

*

The harder you work, the luckier you get.

GARY PLAYER
Pro Golfer

A good business plan transforms you into a respected professional.

To **START** a business, you need an idea! To **STAY** in business, you need a **PLAN!**

*

Just as one would not think of sending a man to the moon without a flight plan, one should not think of launching a new business without a business plan.

*

Planning without action is futile; action without planning is fatal.

ANON

DAY 1

Name your company. Write a mission. Develop a One Day Business Plan™.

BUSINESS OVERVIEW

YOUR *Business Overview* tells people:

- ☒ who you are ☒ what you are ☒ what you want

Use this section to grab attention, impress upon others that you have what it takes to be successful, and skillfully cater to the whims of potential investors by implying or stating what's in it for them.

NOTE Business plans are often used as sales tools to sell ideas. But be careful your business plan doesn't read like a company brochure. Don't use fancy words, technical jargon, or advertising puffery to sell your proposal. Let your ideas and research do the persuading. Make your reader see the value of your plan without overarticulating unimportant details or exaggerating sales and profits.

Cover Sheet

A cover sheet should encourage readership and attract the attention of the desired reader. It should also be kept simple, yet informative. Descriptive elements can be added as long as the end result looks professional and is easy to read (see sample on the right and worksheet on page 38).

Company Name

On your *Cover Sheet*, state the name of your company and have the words "Business Plan" written on it. Include your company's address, telephone number, fax number (with area codes), email address, URL address, and the names, addresses, and numbers of the people who can be contacted if further questions need to be answered.

To Do List

I. Business Overview

Cover Sheet

- ✓ Company Name
- ✓ Company Mission Statement
- ✓ The One Day Business Plan™

A business plan forces you to think through every aspect of your business and helps you recognize opportunities for growth and profit.

Holistic Pet Supplies Ltd.
Unit 401 Paramount Building
12 Ka Yip Street Chaiwan, Hong Kong
(Phone/Fax) 852-2555-1HPS



BUSINESS PLAN

HOLISTIC PET SUPPLIES

Harold W. Lee, *President*
Sally Schmidt, *Vice President*
(EMAIL) hps@holistic-petsupplies.com
(URL) www.holistic-petsupplies.com

Plan prepared January 2004
by Harold Lee and Sally Schmidt ©

copy 1 of 3

A good name is more to be desired than great riches.

MATTHEW 16:26

In the U.S., many states prohibit using the words “Corporation,” “Incorporated,” “Inc.,” “Company,” or “Co.” unless your business is indeed such an entity.

A great company name is . . .

easy to remember, easy to pronounce, easy to spell, easy to reproduce on stationery, informative, targeted, unregistered, unique, associated with favorable images, bigger than life, and short (especially if you plan to run classified ads).

A great company name suggests . . .

quality, inspires confidence, sounds good, looks good, rolls off the tongue like fine wine, and builds company character.

Naming Your Company

Find a pen, a blank sheet of paper, and a quiet place to reflect. Jot down as many names as you can—the more the better. From these, select ten or more for closer analysis, criticism, and evaluation from friends, colleagues, and if possible, prospective customers. Try to author a name that is exclusive yet inclusive, compact yet complete, simple yet informative, and can be picked up as a dot.com—e.g., mycompanyname.com. Search all final choices using a search engine like Google.com and a domain registration service such as Buydomains.com. You should also conduct a trademark search, just to be safe (see page 90 for “Trademark Protection”).

To help generate ideas, use the following strategies:

Associate your company with . . .

A favorite street, town, city, state, country, or other geographical reference. E.g.: *Bourbon Street Bakery, Paris Furs, Swiss International Air, Asian Custom Engravers, Pacific Interiors, Far East Importers, Amazon.*

Animals. E.g.: *Raven Truck Box Liners & Woodcrafts, Lion Business Machines, Shepherd Security Systems, Cardinal Building Maintenance, Shark Club, Hawk Rent a Car, Baby Bear Children’s Clinic, Puma.*

Established companies. E.g.: *Xerox Service Centre, Oxford Graphics, Ford Auto Repair, Christian Dior Singapore.* Use the reputation of a larger company or institution to add credibility to yours (seek permission first).

Mythical figures. E.g.: *Unicorn Driving School, Atlas Muffler & Brake, Midas Mufflers, Libra Connection, Odyssey Outerwear, Neptune Fashions, Dragon Construction, Hanuman Imports, Sita’s Café.*

Quality and high standards of production. E.g.: *Muffler Pro, Award Building Maintenance, Professional Carpet Cleaning, Golf Plus, Quality Brake.*

Royalty, upper class social structures. E.g.: *Lady Ming, Crownstek, King’s Crane Service, Royal Bank of Canada, Masterclean, Grand Copthorne, Princess Flower Shop, Fairlady Jewelers, Paramount Astrology.*

Well-known historical figures, precious metals, gems, natural phenomena, or famous objects. E.g.: *Lincoln Insurance, King Sejong Hotel, Sun Tzu Gaming, Golden Flooring Accessories, Raffles Bus Services, Sunrise Doors.*

Combine everyday words related to your business into one. E.g.: *Fabrizone Cleaning Systems, Weldangrind Construction, Heatilator Fireplaces, Safeway, U-Pak Shipping, Execucare Services, AsiaMedic Supplies.*

Combine the letters of owners. E.g.: *Alco* Roofing, owners are Allan and Collin; *Backice* Balloon Express, owners are Bobbi, Jacklyn, and Alicia; Kilee's Interior Decorating, owners are Monika Kim and Oksun Lee.

Create a fictional person. E.g.: *Ducky's* Office Supplies, *Jack the Stripper* Restoration Services, *Mr. Sweep* Chimney Cleaning, *Soulman* Productions, *PestBusters*, *Auntie Jina's* Furniture Clearance Center.

Create a fictional place. E.g.: Tuxedo Junction, Sherwood Forest, Puppy Island, Dragon City Restaurants, Jack's Place Steakhouse, Pet's Zone.

Imply or state a major benefit of your product or service. E.g.: *Sunshade* Aluminum Products, *Balloon Express*, *Fresh* Food Experience, *Club Fit*, *Breath Easy* Furnace Cleaning, *Vision* Window Cleaning, *Speedy* Instant Printers, *Budget* Bakers, *Comfort* Transportation, *20/20* Optical.

Inspire confidence and trust. E.g.: *Honest Abe's* Shoe Store, *Reliable* Electrical, *Dependable* Courier Service, *Trustco* Insurance.

Keep your name short. Short names are easier to remember than long names. They also lend themselves better to logo design. E.g.: Sony, Nike, Ford, Dell, Ikea, Avis, Fuji, AOL, Best, Intel, Adobe, Acer, NEC.

Look through directories, magazines, and the Yellow Pages. Locate listings of the types of businesses you are interested in. Write down which names inspire you. Ask yourself why they stand out and then use their format as a guide to develop your own names.

Make your name sound bigger than you really are. No one needs to know you're working out of your garage or basement. E.g.: *Millennium* Promotions, *Mega* Gas, *Century* Advertising, *Jumbo* Seafood Restaurants.

Make your name easy to remember. A company name is easy to remember if it is easy to pronounce, relate to, and spell, and has a nice ring to it, rolls easily off the tongue, and is short. E.g.: *Builders First*, *Wired* for Sound, *Furry Affairs*.

Personalize your name, then describe it. E.g.: *Salmon Arms* Fish & Tackle House, *Picasso* Graphics Inc., *Beaver* Lumber, *Newman* Plumbing, *Supang* Fashion House, *Indah Rasa* Catering.

Qualify the type of business you are in with a descriptive noun. E.g.: Jim Burge & Associates, The Wig *Boutique*, Home Building *Centre*, Billingsgate Fish *Company*, Bali *Construction* (see page 16 for more descriptors).

A good **product name** associates well with the official company name, that is, both sound good together. For example, "*Ford Taurus*" is more memorable than "*Ford Pisces*" as "*Taurus*" has the same vowel sound as "*Ford*."

A man without a smiling face must not open a shop.
CHINESE PROVERB

*

Good symbols can be powerful, but they aren't always necessary. *Micro-soft*, *Ben & Jerry's* and *Google* have created memorable, effective logos using just colors and typefaces. A well-designed word-mark, if it's presented consistently, can be just as effective at showing a company's personality as a symbol.

BOB KADRIE
President, Point of Vision Design Group




Successful
**BUSINESS
PLANNING**
30ⁱⁿDAYS

DAY 1 Worksheets



Name your company. Write a mission.
Develop a One Day Business Plan™.

Company Name

 **Brainstorm** – List important considerations and strategic objectives in naming your company:

<div><hr/><hr/><hr/><hr/><hr/><hr/><hr/><hr/></div>	<p>STRATEGY: Add a “descriptive noun” (e.g., Tom’s “Deli”).</p> <table><tr><td>Agency</td><td>Deli</td><td>Institute</td><td>Sales</td></tr><tr><td>Asia</td><td>Developments</td><td>International</td><td>Services</td></tr><tr><td>Associates</td><td>Diner</td><td>Limited</td><td>Shop</td></tr><tr><td>Boutique</td><td>Distributors</td><td>Lounge</td><td>Square</td></tr><tr><td>Café</td><td>Emporium</td><td>Ltd.</td><td>Store</td></tr><tr><td>Canada</td><td>Enterprises</td><td>Management</td><td>Supplies</td></tr><tr><td>Center</td><td>Equipment</td><td>Manufacturing</td><td>Systems</td></tr><tr><td>Company</td><td>Establishment</td><td>Market</td><td>Traders</td></tr><tr><td>Construction</td><td>Global</td><td>Marketing</td><td>United</td></tr><tr><td>Consulting</td><td>Group</td><td>Mart</td><td>Universal</td></tr><tr><td>Contracting</td><td>House</td><td>Place</td><td>Unlimited</td></tr><tr><td>Corp.</td><td>Importers</td><td>Products</td><td>USA</td></tr><tr><td>Corporation</td><td>Incorporated</td><td>Promotions</td><td>Wholesale</td></tr><tr><td>Creations</td><td>Industries</td><td>Restaurant</td><td>World</td></tr></table>	Agency	Deli	Institute	Sales	Asia	Developments	International	Services	Associates	Diner	Limited	Shop	Boutique	Distributors	Lounge	Square	Café	Emporium	Ltd.	Store	Canada	Enterprises	Management	Supplies	Center	Equipment	Manufacturing	Systems	Company	Establishment	Market	Traders	Construction	Global	Marketing	United	Consulting	Group	Mart	Universal	Contracting	House	Place	Unlimited	Corp.	Importers	Products	USA	Corporation	Incorporated	Promotions	Wholesale	Creations	Industries	Restaurant	World
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Creations	Industries	Restaurant	World																																																						

 **Brainstorm** – Use some of the following strategies to create names (refer back to pages 12–14):

<input type="checkbox"/> Associate company with royalty.	<input type="checkbox"/> Keep name short.	<input type="checkbox"/> Tell customers your location.
<input type="checkbox"/> Combine everyday words.	<input type="checkbox"/> Look through directories.	<input type="checkbox"/> Use alliteration.
<input type="checkbox"/> Combine letters of owners.	<input type="checkbox"/> Make name sound credible.	<input type="checkbox"/> Use attractive letters.
<input type="checkbox"/> Create a fictional place or person.	<input type="checkbox"/> Make name easy to remember.	<input type="checkbox"/> Use catchy initials.
<input type="checkbox"/> Imply or state a major benefit.	<input type="checkbox"/> Personalize, then describe.	<input type="checkbox"/> Use made-up words.
<input type="checkbox"/> Inspire confidence.	<input type="checkbox"/> Target name with customers.	<input type="checkbox"/> Use your own name.

Write ten company names. Get objective feedback from friends and experts. Select the best one:

<div><hr/><hr/><hr/><hr/><hr/></div>	<div><hr/><hr/><hr/><hr/><hr/></div>
--------------------------------------	--------------------------------------

My Company
Name

Company Mission Statement



Draft your company mission using keywords:

Rewrite in your own words (be creative, shorten, focus on consumers or company):

Who are you?

(XYZ company ...)

Where do you want to go?

Industry goals you aspire to?
Markets of types of customers/clients you will serve?
(**will become** the largest air-con manuf. in [market area])

How do you plan to get there?

What will you do? Products and services? Needs met?
Benefits offered? Competitive advantage?
(**by** producing superior noiseless, fuel-efficient units)

Why do you need to do it?

Why should your company exist? Personal goals? Beliefs?
(**We are committed to** building our business because ...)

Sample Mission Statements

Company Directed	Consumer Directed
<i>Asia Travel:</i> “Asia Travel provides economical vacation travel and related services to customers in the Hong Kong area, who expect efficient, problem-free travel arrangements at a low cost.”	<i>AVIS Rent-a-Car:</i> “Our business is renting cars. Our mission is total customer satisfaction.”
<i>IBM:</i> “Our goal is simply stated. We want to be the best service organization in the world.”	<i>LensCrafters:</i> “Helping people see better, one hour at a time.”
<i>McDonald’s:</i> “To offer the fast food customer food prepared in the same high-quality manner world-wide, tasty and reasonably priced, delivered in a consistent, low-key, and friendly atmosphere.”	<i>Microsoft:</i> “To enable people and businesses throughout the world to realize their full potential.”
	<i>UPS:</i> “We move at the speed of business.”
	<i>Wal-Mart:</i> “To give ordinary folk the chance to buy the same thing as rich people.”

The One Day Business Plan™ provided on pages 18 to 29 is a supplement to the worksheets provided in Day 1. Keep in mind that vision, mission, goals, strategies, objectives, plans, and brand promise are all types of goals. However, each provides a different focus for a different purpose. If you read the descriptions closely and consult the examples provided, the functions of each type of goal will become clearer. Corporations invest considerable resources brainstorming on goal-related issues. If goals come too easily, then they probably will not be very useful.



The One Day Business Plan™ Worksheets



Successful BUSINESS PLANNING 30ⁱⁿDAYS

Vision, mission, goals, strategies, objectives, and action plans are interrelated “company navigators” carefully derived to direct and define your business.

Part I – Business Vision



How do you visualize your company in the future?

Why is now the right time to start your company?

Business Vision: A vision statement paints an optimistic picture of your business. It is full of passion. It is neither dull nor analytical. Behind every vision also lies a *trend* or *want* in the marketplace that supports the *need* for that vision.



Brainstorm – Answer the following questions using keywords and short phrases:

clients
employees

benefits
company culture

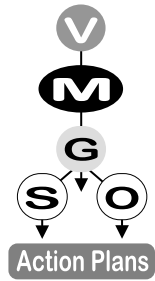
facilities
headquarters

exit strategy
investment climate

market trends
personal beliefs

- startup funds
- strategic alliances

WHO	WHAT	WHERE	WHEN	WHY	HOW
Who do you WANT to sell to? DON'T want to sell to?	What do you WANT to sell? DON'T want to sell?	Where is the ideal place to locate your business?	When will your business become operational?	Why will customers buy your products or services?	How do you see your company five years from now?
Who do you hope to partner with?	What market need will you meet?	Where are your target markets?	When will you expand?	Why risk starting this business?	How do you wish to grow your business?
Who can help build your business?	Which companies do you wish to emulate?	Where lies the most opportunity?	When will you sell your business?	Why will you be successful?	How much capital can you raise?





Draft – Write keywords and phrases in the blanks below. Rewrite on page 28 using your own words: (see pages 29 and 354 for sample vision statements)

_____	will grow into a	_____
company name		adjective (<i>thriving, profitable, world class</i>)
<input type="checkbox"/> local <input type="checkbox"/> regional <input type="checkbox"/> national <input type="checkbox"/> international		

type or description of business		
within _____	years.	It will provide _____
describe products and services		
_____	to	_____
(continued)		describe your customers or clients

_____	will be successful because	_____
company name		provide reasons (<i>"why now", trends, skills, talents</i>)

(continued)		
After _____	years	will _____
_____	company name	describe what will happen (<i>expansion, financing, stock offering</i>)

(continued)		

Sample Vision Statement

Usable Web Design Consulting will grow into a \$1 million national consulting firm within five years. It will provide usable web design solutions to content providers, educational institutions, and corporations. UWDC will be successful because, with Internet traffic projected to double every six months, usability middlemen are needed to bridge a widening gap between content and code specialists. After five years, UWDC will more aggressively market to North American Fortune 1000 companies and seek further expansion opportunities in Singapore, Europe, South Korea, and India.

To Do List**I. Business Overview***Cover Sheet*

- ✓ Company Logo
- ✓ Confidentiality Agreement
- ✓ Preparation and Copyright Notice
- ✓ Principal Business Definition
- ✓ Summary of Business Proposition
- ✓ Targeted Reader Statement

A company without a LOGO is like a country without a FLAG.



DAY 2

Design a logo. Write a principal business definition. Complete cover sheet.

Company Logo

Every company needs a logo. Place your logo on your cover page in a suitable eye-catching spot. Be conservative and limit its size. Also, resist the urge to use too many colors.

Why Every Company Needs a Logo

Five reasons why every company needs a logo:

- **A logo gives your promotions continuity.** Using a logo exclusive to your firm consistently on all printed material unifies your marketing efforts and gives the impression that you know exactly who you are, and perhaps are a little bigger and better than you really are.
- **A logo gives you a company identity.** Developing an easily recognized logo gives you an identification advantage over your competition.
- **A logo is a tangible asset with a cash value.** Consumer trust is hard to come by. When gained, it is extremely valuable. This trust is often attached to a company's logo (or trademark) because people like symbols—e.g., they wear rings on their fingers and drive expensive cars.
- **A logo is visible evidence that you have made an investment in your organization.** A well-designed logo shows that management has a strong self-image, a definite direction for the future, and a commitment to the highest standards of quality and professionalism. A carelessly designed logo or no logo at all is often associated with organizations that are under-capitalized, poorly organized, and of uncertain longevity.
- **A logo makes your ads, letterheads, and envelopes stand out from the crowd.** People DO judge books by their covers. The billions of dollars spent every year on advertising and packaging prove this. A well-conceived logo makes it more difficult for customers to forget you. In the long run, it will generate better returns for your advertising dollars.

Designing a Company Logo in "Eight Steps"

STEP 1 – Gather information and materials that will help inspire your design. This includes: ♦ your mission statement, action plan, marketing plan,

To Do List

III. Marketing Plan

Selling Strategies

✓ Promotion Plan

✓ Publicity Plan

Promotional Mix
Wholesaler
25% advertising
50% personal selling
25% sales promotion
Sock Manufacturer
33% advertising
33% personal selling
33% sales promotion
Catering Service
75% advertising, referrals, publicity
20% personal selling
5% sales promotion
Sports Shop Retailer
15% advertising
45% personal selling
35% sales promotion

DAY 22

Develop a promotion plan. Create a promotion budget. Write a news release.

Promotion Plan

A *Promotion Plan* covers all phases of communication between you and your potential customers. It addresses advertising, personal selling, and sales promotion. It is needed to: ♦ acquaint customers with new products ♦ capitalize on the seasonal nature of a product ♦ change or establish a company image ♦ emphasize quality ♦ increase store traffic ♦ inform customers of special services such as delivery or credit extension ♦ introduce new employees to the public ♦ promote consumer awareness of your name and location ♦ promote special events such as a clearance sale ♦ stimulate sales ♦ tie in with a supplier’s national promotions.

The Three Basic Components of a Promotion Plan

Although proportions vary depending on the nature of a business, there are three basic components of a promotion plan:

- **Advertising** – Includes newspaper, magazine, flyer, radio, television, billboard, direct mail, poster, newsletter, and Yellow Pages advertising.
- **Personal Selling** – For retail firms, personal selling begins once a shopper enters the store. For service, manufacturing, and wholesale firms, customers must be found. Prospecting outside the company is usually necessary and some kind of internal or external sales force must be created.
- **Sales Promotion** – Sales promotion is a composite of activities that round out your promotion plan. The primary aim of sales promotion is to assist wholesalers and retailers in moving products. Sales promotion *aides* include catalogs, reprints of ads, special displays, window display fixtures, banners, and signs. Sales promotion *activities* also include attending trade shows and conducting demonstrations. **Publicity** is closely linked to advertising and sales promotion, but should be considered a separate fourth component (see pages 232 and 239–241).

When developing your promotion plan, think in terms of blending the basic ingredients of advertising, personal selling, and sales promotion, much like mixing a cocktail (refer to chart on the left). This is called your *promotional mix*.

Why Businesses Succeed or Fail

Outlined below are some critical factors that may lead to the success or failure of a new business venture. For 90+ additional tips, see online guide GB #12 “Learning Why Companies Succeed and Why they Fail”:

Companies Succeed Because They ...

Adopt effective communication systems. Excellent companies believe in the importance of informality between management and employees to enhance communication.

Are quality driven. Excellent companies strive to make things that work fast and last. Their fundamental goal is to create products and services that add value to the lives of their customers.

Believe in productivity through people, not things. Excellent companies treat the rank and file as the root source of quality and productivity gain. They encourage happiness and a sense of community.

Innovate all aspects of their business. Excellent companies seek to be innovative in almost every aspect of their business including pricing, HR policies, distribution, sales promotion, stationery, signs, etc.—not just in their products and services.

Companies Fail Because They ...

Are badly managed. Bad managers believe bigger is better, like to analyze everything, and among other things, have narrow-minded business philosophies.

Borrow more money than they should. Companies fail because they borrow money unnecessarily or at a rate higher than they can afford to pay back. They fail to understand that interest and repayment schedules can severely constrict cash flow.

Cater to the wrong kind of client. Companies fail because they are afraid of not getting enough clients and thus end up courting overly demanding time-hogs and reluctant payers.

Don't make the effort to develop a loyal customer base. Companies fail because they make the mistake of negotiating every deal or making every sale like they'll never see or need the customer again.

Successful businesses require hard work and a business plan.

JAMES FROMMEL
Chairman of SCORE
of Memphis, Business
Review

*

Entrepreneurs, the successful ones, have on average nine failures for every success. It is only the successes that you will hear about, the failures they credit to experience.

CHARLES HANDY
The Age of Unreason

*

A Japanese research study found that the top managers knew 4% of the problems in their company, supervisors knew 74%, and workers in the trenches knew 100%!

Success Story → SBA's 2003 Business Persons of the Year

Sharon and Martin Bennett started a pet products business in 1989. With a \$5,000 loan, they purchased two refurbished sewing machines and began making dog collars in a spare bedroom. Sharon developed all the first products herself, sourced raw materials, handled A/R's and A/P's, packaged and shipped orders, and mastered financial analysis. By the end of 1998, their operation Premier Pet Products had grown from a two-person operation to over \$2.4 million in sales and 40 employees. Partnering with manager and marketer Evan Wooton in 1999, Premier continues to expand. Premier's dedication to quality and education, as well as a sincere concern for the welfare of people and their pets, has earned them the trust of top pet supply retailers, veterinarians, and pet trainers around the world. Premier now services over 10,000 accounts with annual sales of \$10 million. Their slogan, “Your Pets, Our Passion™” (more success stories at www.sba.gov/success/success.html).



All Health No Hype™ Company (AHC)
P.O. Box 123
San Diego, CA 92101
(619) 555-2225

BUSINESS PLAN

Nutriva Sports Nutrition Shake

allhealth-nohype.com

Custom Fitness & Nutrition Solutions

Robert Jackson, President

P.O. Box 123

San Diego, CA 98765

(Email) info@allhealth-nohype.com

Sample Plan

Plan prepared by
Robert Jackson July 28, 2002

copy 1 of 3
(Private and Confidential)

Cover Sheet and Table of Contents

The following is a sample plan for *Nutriva Sports Nutrition Shake* developed by AHC, a recently established service provider owned and operated by freelance exercise consultant and trainer Mr. Robert Jackson. Bob has accumulated \$50,000 in growth capital.

The purpose of Bob's plan is to seek an additional \$50,000 loan from a successful marketing consultant and college friend, who has previously expressed interest in his idea and who may or may not become a second managing partner. The targeted reader, Ms. Maria Covas, wants to make sure Bob has carefully thought through all aspects of his idea and that the numbers make sense.

Disclaimer! Although every attempt has been made to make this business plan as realistic as possible, the names, concepts, and numbers are for educational purposes only. They do not reflect an actual financial history. Do not use it as a source of research for your own company.

NOTE – It is not the intention of this sample plan to find fault with reputable products and companies. This plan is a learning tool. Where appropriate, fictional names and companies have been used to protect the innocent.

Cover Sheet
and Table
of Contents

Feedback – A table of contents is usually included as a separate page, especially if your plan is 20 pages or more.

TIP – For 15 pages or less, consider putting your table of contents on your cover page to give readers quick access to their “hot buttons.”

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allhealth-nohype.com
Custom Fitness & Nutrition Solutions

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Executive Summary

Attention-grabbing Introduction

Medical costs have gone through the ceiling. Aging baby boomers are refusing to submit to the idea of living out their golden years inactive and disease-ridden. More than ever, people are questioning treatments of diseases—pharmaceutical, radiation, and surgical—that do not always lead to better health. Alternatives are needed. Holistic nutrition consultants and solution providers are well positioned to service the growing needs of the general public as they increasingly seek to become more attuned to connecting their mind, body, and spirit to achieve optimal health. With preventative practices gaining rapidly on conventional medical wisdoms, never before has there been a better time to enter the nutrition and fitness industry.

Company Description

AHC was formed as a proprietorship in January of 2001 in San Diego, California by Robert Jackson to meet the growing demand for personal trainers and nutrition experts.

Development Stage; Mission and Goals

In its first year of operation, AHC generated a net profit after taxes of \$31,600 and developed Phase I of its informational website allhealth-nohype.com, which currently receives more than 20,000 page hits per month. Over the next five years, AHC wishes to expand into the sports nutrition industry using Robert Jackson's client base, connections within the industry, and its interactive health and information website.

Company Facilities ☒ location advantage

AHC is located within ten minutes' walking distance to three of San Diego's largest fitness centers. With 1,000 sq. ft., it offers sauna, training, and massage facilities. AHC has leased its second level to Fabian's Hair, a hair treatment, skin care, and beauty shop that services clientele matching AHC's customer profile.

Products and Services; Accomplishments ☒ major contracts secured

AHC offers personal training and massage services in-home and on its premises. As part of their training sessions, AHC clients receive an end-of-session sports nutrition shake—Nutriva. Response to Nutriva has been overwhelmingly positive. Gracie Ellen of Juice Boosters Inc. has agreed to retail Nutriva. AHC has also secured an order for 1,000 samples for the All Company Inc.'s annual corporate retreat April 17, 2003.

Target Market

AHC clients include executives, athletes, celebrities, service workers, and retired couples with a high interest in a healthy lifestyle and preventative medicine. Nutriva will extend AHC's customer base by servicing the fast-paced life of the ordinary individual who wishes to build lean muscle mass, slim down, and acquire healthier eating habits.

Competition ☒ competitive advantage

Although the health and fitness industry is jam-packed with commercial interests, there are few facilities offering customized fitness and nutrition solutions. AHC has expertise, an excellent location, a fast-growing website, and low overhead.

Management Team ☒ stage of product creation ☒ other businesses owned

Known for his charismatic training style and ability to produce client results, Robert Jackson has been active in the fitness and nutrition industry for over ten years. He has been formally trained in holistic nutrition, has won prestigious competitive events, and has personally trained over 100 private clients. He has been developing Nutriva for more than five years with extensive client testing over the past year.

Funds Required

\$50,000 has been raised to bring Nutriva to market. An additional \$50,000 in working capital is needed by January 1, 2003 for three years @ 10% secured by real estate.

Executive Summary

Feedback – The following executive summary has been created using the worksheets on pages 47 to 49. It lacks narrative flair beyond the first paragraph and reads a little dry, but it doesn't waste words.

Bob has determined that Maria Covas —his main target reader—is a no-nonsense person who prefers straightforward information. She has already expressed interest in Bob's idea, so doesn't need to be impressed much with product and profit claims. She does, however, need to be satisfied that Bob can crunch the numbers.

Bob might consider adding a few more facts and numbers to preview the depth of the research in the remaining parts of his plan.

TIPS – If you add an attention-grabbing introduction, don't make it too long (100 words is plenty).

You don't have to include headers—such as *Company Description*, *Development Stage*, etc. They have been added here as learning guides.