

Successful **BUSINESS PLANNING** 30ⁱⁿ DAYSTM

A STEP-BY-STEP GUIDE FOR WRITING A BUSINESS PLAN
AND STARTING YOUR OWN BUSINESS

Third Edition

Peter J. Patsula



PATSULA ● MEDIA

Praise

for *Successful Business Planning in 30 Days*

“The Ultimate Desk Reference: Whether you’re looking for investment dollars or creating a three-year plan, this book is a must! Patsula has taken the daunting task of planning a business and turned it into a simple, yet effective formula that works! Besides all the facts this book provides, it did one more thing for me that no other book has—it helped me gage my entrepreneurial skills and guided me towards a more solid approach to running my business. If you’re developing a business plan, or just interested in finding out what it takes to be successful in an increasingly challenging market, I encourage you to pick up this book.”

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“Work of Art: I enjoy reading books based upon business like themes, and I must say that this is one that has completely stood out from the rest that I have read. I recently started my own business after 20 years of experience, and I must say that this book covers not only all the basic methods to start a business, but also to make it shine amongst the rest. It is practical and brilliant at the same time, and very easy to follow for anyone who has the motivation to start their own business. Pave your way to success and climb to the top, using this book as an essential tool.”

— Michael K. Johnson, Amazon Review, Dec 2003

“Highly Recommended: Now in a newly updated and expanded second edition by Peter J. Patsula is concise, ‘reader friendly,’ and contains all the information needed to create a comprehensive business plan for any type of entrepreneurial activity with a 30 day time frame. There is even a section showing how to create a mini-business ‘one day’ plan in a single afternoon. *Successful Business Planning in 30 Days* offers more than 200 educational and motivational quotations and 33 specific tips for making a profit. Enhanced with time-saving worksheets and checklists, and a sample business plan prototype, *Successful Business Planning in 30 Days* is highly recommended to anyone charged with developing a company mission statement, marketing strategy, or financial breakdown.”

— James A. Cox, Editor, *Wisconsin Bookwatch*, Feb 2003

“Jam-packed with information: Brimful with data and stacks of worksheets, this is a good buy for anyone in need of a business security blanket. For those who want the full on approach, this is it!”

— Phil Woolrich, Head of Business, United World College South East Asia, Singapore, April, 2004

“Helpful Examples: I am currently writing our business plan and am using your book. I have several other books, but wasted my money on them. I find the examples helpful and the worksheets easy to use.”

— Donna Whyte-English, English Building Systems, Sunderland, MA, May, 2004

“Essential Guide for Business Planning: If you are one of the millions, who has contemplated starting your own business or just curious: Do I really have a valid business idea and will this idea fly? You at least owe it to yourself to find out. By reading and following the outlines provided in this guide, you will finally be able to answer that question and many more. This is a must read for anyone before starting your own business. *Successful Business Planning in 30 Days: A Step-by-Step Guide for Writing a Business Plan and Starting Your Own Business*—the title says it all. Now, ask yourself. Can I really afford not to read this Guide? Worst case scenario, you’ll have gained knowledge of what it takes to be successful in business and redirect your efforts.”

— Mike Milliken, Barnes & Noble Review, Oct 2001

“Business for Beginners: Some years ago my husband and I started a small consumer electronics export business in San Jose, California, “Silicon Valley”. If this book had existed at the time, it would have saved us weeks, maybe even months, of time that we spent gathering basic information from a variety of sources. This book has all the basics, all in one place, with real-life examples and suggestions in a usable and practical workbook format. This may not be the only book you need to get started in business, but it certainly should be the first book you get.”

— Farzana Hyland, San Jose, Amazon Review, Sept 2000

Contents

Foreword	ix	Financial Plan	251
Preface	xi	Capitalization Plan.....	253
Introduction	1	Uses of Funds Statement.....	256
What is a Business Plan?	3	Pro Forma Financial Statements.....	268
Why Write a Business Plan?.....	3	Current Financial Statements.....	300
Essential Elements of a Business Plan.....	4	Business Financial History	303
The 30 Day Business Plan™	5	Profit Planning	315
How to Use this Guide	6	Risk Assessment.....	327
Passion: The Final Ingredient	8	Closing Statement	329
Business Overview	9	Supporting Documents	333
Cover Sheet	11	Documents Required.....	335
Table of Contents.....	39	Other Documents and Support Plans.....	337
Executive Summary	43	Conclusion	343
Fact Sheet.....	46	Business Plan Writing Strategies	345
Company Plan	51	Why Businesses Succeed or Fail.....	349
Company Description.....	53	Other Materials	
Merchandising Plan	79	Sample Business Plan	
Operating Plan	95	Business Overview.....	351–354
Organizational Plan.....	150	Company Plan.....	355–358
Marketing Plan	161	Marketing Plan	359–360
Market Description and Analysis.....	163	Financial Plan.....	361–364
Competition Analysis	178	Supporting Documents.....	365–366
Selling Strategies	187	The One Day Business Plan™	18–29
Marketing Approach	245	Idea Sheet.....	367
		Daily Planner.....	368
		Quarterly Cash Flow Budget Analysis.....	369
		INDEX	370
		The 30 Day Business Plan™ Checklist.....	373



Action Plan

The 30 Day Business Plan™

DAY 1

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

Company Name.....	11
Company Mission Statement	14
The One Day Business Plan™	18–29

DAY 2

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

Company Logo	30
Confidentiality Agreement	34
Preparation and Copyright Notice	34
Principal Business Definition	35
Summary of Business Proposition	35
Targeted Reader Statement	35

DAY 3

Determine the content and heading
structure of your business plan.

Table of Contents.	39
-------------------------	----

DAY 4

Summarize your business idea. List key
facts.

Executive Summary.....	43
Statement of Purpose.....	46
Fact Sheet	46

DAY 5

List goals, objectives, and strategies.
Choose a legal structure.

Accomplishments to Date.....	54
Buildings and Equipment Owned	54
Company History	54
Company Philosophy.....	54
Goals and Objectives	54
Keys to Success	57
Legal Structure	58

DAY 6

Find a location and compare it with
your competitors'. List pros and cons.

Location Analysis	66
-------------------------	----

DAY 7

Describe growth strategies once initial goals
and objectives have been met. Outline R&D
plans.

Planned Expansion	73
Research and Development.....	75

DAY 8

Describe your principal products and
services. Outline future sales plans.

Description of Principal Products and Services ..	79
Feasibility Study	80
Future Products and Services	81

DAY 9

Find suppliers. Take steps to protect your
ideas.

Purchasing Plan	87
Proprietary and Exclusive Rights Obtained.....	90

DAY 10

Choose a single-entry or double-entry
accounting system. Open a business
checking account.

Accounting System.....	95
Banking Plan	103

DAY 11

Outline planned purchases. Computerize operations. Set up business communications. Develop an Internet plan.

Buildings, Equipment, and Other Purchases	110
Computerization Plan	110
Communications Plan.....	113
Internet Plan	115

DAY 12

Choose an inventory and order entry system. Determine your reorder point.

Inventory Control	127
Order Entry and Fulfillment.....	132

DAY 13

Make an operations schedule. Outline your quality control plan. Research licenses required and legal considerations. Register your business.

Operations Schedule (Milestones)	140
Production Plan (Service Plan)	140
Quality Control.....	141
Required Licenses and Legal Considerations.....	141
Social Responsibility and Community	142

DAY 14

Determine your organizational, management, and personnel needs. Find and select professional advisors.

Board of Directors.....	150
Contract and Temporary Help	150
Management Team and Key Employees	151
Manpower/Personnel Required	152
Organizational Chart.....	153
Ownership Structure.....	153
Professional Advisors	153

DAY 15

Research market and industry trends. Detail *needs* you plan to meet.

Industry Environment and Market Trends	163
Market Needs	164

DAY 16

Describe and analyze your target market. Project market share. Outline how you plan to build repeat business.

Target Market Description	169
Market Analysis and Sales Forecast.....	170
Market Entry Strategy.....	170
Market Share and Distribution.....	171

DAY 17

Research competitors. Compare strengths and weaknesses. Write your competitive advantage.

Competitor Descriptions	178
Competitive Advantage	179
Competitive Position.....	180

DAY 18

Design a business card. Write a slogan.

Business Cards	187
Company Slogans	188

DAY 19

Outline your customer service and credit extension plan. Write a customer service maxim.

Customer Service Plan.....	193
Credit Extension Plan	194

DAY 20

Determine how you will distribute your products or services. Determine how you will test the market.

Distribution Plan	200
Market Testing Plan	202

DAY 21

Set a pricing structure.

Pricing Policies	211
------------------------	-----

DAY 22

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

Promotion Plan	228
Publicity Plan	232

DAY 23

Develop a packaging concept. Write your warranty. Summarize your marketing approach.

Packaging Concept	243
Strategic Alliances	244
Service and Product Mix Strategy	244
Timing of Market Entry	245
Warranty Policies	245
Marketing Approach (Brand Promise)	245

DAY 24

Calculate startup costs. Summarize sources of capital, loans required, and uses of funds.

Summary of Financial Needs	253
Capital Required (Startup Costs)	253
Present Financial Structure (Capital Sources)	254
Funding Required	255
Uses of Funds Statement	256

DAY 25

Prepare a 12-month and three-year income projection. Prepare a cash flow statement. State assumptions made.

Assumptions Made	271
12-month Income Projection	272
Three-year Income Projection	274
Cash Flow Statement	274

DAY 26

Prepare a breakeven analysis and a pro forma balance sheet.

Breakeven Analysis	288
Pro Forma Balance Sheet	295

DAY 27

Prepare a current income statement, balance sheet, and asset sheet. Calculate financial ratios.

Current Income Statement	300
Current Balance Sheet	301
Current Asset Sheet	302
Other Financial Statements	302
Financial and Operating Ratios	304
Performance Indicators	304

DAY 28

Describe how you will maximize profits and cut costs. Outline your exit, investment, retirement, and tax plans.

Cost Reducing Measures	315
Exit Strategy	316
Investment and Retirement Plans	316
Tax Plan	319

DAY 29

Anticipate the reactions of your competitors. Develop an insurance and risk management plan.

Analysis of Competitors' Reactions	327
Contingency Plans	327
Insurance Plan	327
Risk Management Plan	328
Security Plan	329
Closing Statement	329

DAY 30

List documents needed to support research.

Contracts and Lease Agreements	335
Credit Reports and Income Tax Returns	335
Legal Documents	336
Letters of Reference	336
Personal Financial Statements	336
Résumés	336
Other Documents and Support Plans	337

Index

A

Accounting, 95–103, 357
accounting cycle, 97
balance sheet accounts, 109
chart of accounts, 96, 109
computerized systems, 102–103
condensed single-entry systems, 99–100
double-entry accrual based system, 99
hiring accountants, 153
income and expense journals, 100–102
income statement accounts, 109
records, 96, 107
setting up an accounting system, 96, 98, 106–109
single-entry cash based system, 98–99
software, 121

Advertising, 228–232
ad media selection, 229
advertising key, 203
advertising records, 202–204
bread'n butter media, 235
budget, 231–232, 237–238
copywriting with ODaC, 230
cost analysis, 204
design themes, 229, 236
types of media, 234

Answering Machines, 113

Answering Services, 113–114

Asset Sheet, 302, 306

Assumptions, 271–272, 280, 365

B

Bad Debts Collection Policy, 196

Balance Sheet, 109, 301–302
current, 301–302, 314, 363
personal, 340
pro forma, 295, 298, 363
market-value, 303

Banking Plan, 103–105, 107
checking account, 105
elements of a positive credit profile, 105

Benchmarks, *see* Performance Indicators

Board of Directors, 150, 153–154

Brand Promise, 21, 29, 246, 250, 360

Breakeven Analysis, 288–294, 296–297
basic breakeven formula, 288–289
breakeven graph, 293, 294, 295

for a manufacturer, 292–293, 363
for a service provider, 292
using gross margin, 289–291

Budgeting; *see* Cash Flow

advertising, 231–232
promotional budget, 231–232, 237–238
terminology, 268–270

Business Cards, 187–188, 190–191

Business Concept, 43, 80, 355
evaluation, 84–85

Business Financial History, 303, 307

Business Model, 116, 124, 358

Business Overview, 9–50, 353–354
statement, 45

Business Plan:
adding graphs and visuals, 347–348
length of, 345–346
sample, 351–366
writing strategies, 345–348

Buying Motives, 168

C

Capital Cash Conversion Cycle (CCC), 270–271

Capital Sources, *see* Financial Structure

Capitalization Plan, 253–255, 257–266, 361
capital required, 253–254, 257–260, 361
summary of financial needs, 257

Cash Flow, 269, 274–280, 287, 363
cash flow crunch strategies, 276
cash sources, 284
cash to be paid out, 284
quarterly budget, 369

Cellular Phones, 114

Closing Statement, 329

Communications, 113–115

Company Description, 53–78, 353
accomplishments, 54, 61–62, 353
buildings and equipment owned, 54, 62
history, 54, 62–63
philosophy, 54, 63

Company Plan, 51–160, 355–358

Competition Analysis, 178–186, 360
description statement, 178
evaluating, 179

profile, 186

Competitive:

advantage, 179, 182–183, 360
position, 180, 184–185

Computerization, 110, 120–123

computer blues, 111–113
hardware, 111, 122–123
recommended PC configurations, 122
software, 110–111, 121

Confidentiality Agreement, 34

Contract Labor, 150, 155

Contracts in Force, 54, 62, 335

Copyright, 90

Corporations, 60

Costs:

fixed and variable, 73, 219, 273, 283, 289–296, 363
operating expenses, 283
reduction of, 315, 321
scrooge strategies, 326
startup, 357–360

Cover Letter, 348, 350

Cover Sheet, 11–38

examples, 11, 351
preparation and copyright notice, 34–35
worksheet, 38

Credit Extension, 194–196, 198

guidelines, 195–196
terms of sale, 88

Current Financial Statements, 300–303, 306–307, 313–314

Customer Profile, 174, 177

Customer Service Plan, 193–194, 197–198

rewarding customers, 193
handling complaints, 197
service maxims, 198

D

Deviation Analysis, 303

Depreciation, 109, 254, 268–269, 273–275, 280, 292, 300–302, 365

Direct Mail, 172, 203, 206, 230

Distribution Plan, 200–202, 206–209

DPSPs, 319, 323

E

EOQ Formula, 88, 93–94, 127–128, 135
Ethics, Code of, 149
Executive Summary, 43–45, 47–49, 353
Expansion Plan, 73–74
 explosive growth, 74, 77
 growth strategy statement, 74
 horizontal diversification, 76
 vertical diversification, 76
Exit Strategy, 316, 321

F

Fact Sheet, 46, 49–50, 354
Fax Machines, 115
Feasibility Study, 80, 84–85
FICO Credit Score, 105, 108, 357
Financial Objectives, 24–25, 56–57, 354
Financial Plan, 251–332
Financial Ratios, *see* Industry Ratios
Financial Statement Analysis, 304, 311, 362–363
Financial Structure, 254, 261, 361
Financing (debt, equity, vendor), 262
Fulfillment, *see* Order Entry

G

General Journal, General Ledger, 97–98, 324
Goals and Objectives, 20–21, 29, 54–57, 64–65, 354

H

Home Office, 67, 113, 114, 122, 323

I

Idea Evaluation, *see* Business Concept
Idea Sheet, 7, 367
Image, company, 193, 211, 212, 218
Income Projection, 272, 363
 three-year, 274, 282, 286, 363
 twelve-month, 272–274, 281, 285, 363
Income Statement, 109, 300
 current, 300–301, 313

 personal, 341

Industry Ratios, 24, 57, 264, 275, 304, 305, 308–311, 362, 364

Innovation, 82

Insurance, 68, 153, 201, 263, 278, 327–328

Internet Plan, 115–116, 124–126, 357
 back-end development, 116, 126
 front-end development, 116, 125

IPR, Intellectual Property Rights, 90

Inventory, Control, 127–132, 134–136
 discontinuation policy, 89
 EOQ, *see* EOQ Formula
 ideal level, 127
 in-stock record, 130
 order inspection policy, 88–89
 period ending record, 130
 receiving report, 89
 records system, 130
 turnover rate, 128–129
 valuation policy, 131, 136

Investments, 316–318
 four major categories of, 316–317
 investment strategies, 322
 power of compound interest, 319

IRAs, 318–319, 323

J

Job Descriptions, 152, 156–157

K

Keoghs, 319, 323
Keys to Success, 57, 65, 355

L

Leasing, 254, 260
 property, 110
Legal Structure, 58–60, 350
Licenses Required, 141–142, 145–148
 Canada, USA, 146
 other countries, 146
Lists, customer, 171–172
Loans, 255
 funds required, 255
 loan application, 255, 263, 308
 what bankers and investors look for, 255, 264–266
Location, 66–72
 choosing the area and site, 68
 different locations, 70
Logo Design, 30–33

M

Management Plan, *see* Organizational Plan
Manufacturing Plan, *see* Production Plan
Market Description and Analysis, 163–167, 359
Market Testing, 202–204, 209–210
Market Timing, 170, 245
Marketing Approach, 245–246, 250
Marketing Plan, 161–250
Markup, 213–216, 219, 223, 226, 271, 291–292
Media Kit, 239
Merchandising Plan, 79–94
 creating new market opportunities, 81–82
Mission Statement, 14–15, 17, 21, 29, 354
Mutual Funds, 316–317, 323

N

Name, company, 11–14, 16
Needs Met, 164–165, 168
News Release, 232, 240–242

O

Operating Expenses, 283
Operating Plan, 95–149, 357–358
Operating Ratios, *see* Industry Ratios
Operations Schedule (Milestones), 140, 143–144, 358
Order Entry, 132–133, 137–139
 bottlenecks, 139
 forms, 133
 fulfillment, 138
 order entry systems, 137
Organizational Plan, 150–160
 leadership skills, 154
 management style, 155
 management team, 151–152, 155, 358
 manpower, 152, 156–157
 organizational chart, 153, 158–159
Overhead, 20, 29, 76, 150, 178, 179, 183, 213, 215, 315, 321, 326, 355, 360, 364
Ownership Structure, 153, 159

P

Packaging, 90, 243–244, 247–248, 360
 labeling requirements, 248
 packaging concept, 247
 UPC, 244

Pagers, 114

Partnerships, 59

Passion in Business, 8

Patents, 90

PDA Wireless, 114

Performance Indicators, 304–305, 312, 364

Personal Selling, 228

Pricing Policies, 211–227, 360
 elements of selling price, 220
 factors that “price” will influence, 219
 factors that will influence prices, 218
 fine-tuning policies, 227
 industry pricing strategies, 226
 price objectives, 212
 pricing list, 216, 222
 pricing worksheets, 223, 225
 sample policy statements, 211–212
 service quote, 224

Principal Business Definition, 35, 36

Pro Forma Financial Statements, 268–299

Production Plan, 140–142, 144, 356

Products and Services, 79–86
 business drill questions, 84–85
 future products, 81–82
 researching new ideas, 86
 sample descriptions, 79–80, 356
 service and product mix, 244

Professional Advisors, 153, 160

Profit Planning, 315–326

Profit Sharing Plans, 323

Projected Profit Sheet, 294, 299

Promotion Plan, 228–241
 promotional mix (basic components), 228
 promotional budget, 231–232, 237, 360
 promotional media, 234
 three basic components, 228

Proprietary Rights, 90

Publicity, 22, 194, 228, 232–233, 239–242, 328, 331, 360

Purchasing Plan, 87–89, 91–94, *also see* Inventory, Control

Q

Quality Control, 141, 145

R

Registering a Business, 141–142

Renting Equipment, 254, 260

Repeat Business, 172, 176

Research and Development, 75, 78, 355

Research Sources, 80, 86

Retirement Planning, 318–319, 323

Risk Assessment, 327–329, 363
 analysis of competitor’s reactions, 327
 contingency plans, 327
 risk management, 328–329
 types of risk, 330, 364

RRSPs, 318–319, 323

S

Sales Forecast, 134, 170, 174–175, 327, 359

Sales Plan, 356, *also see* Merchandising Plan

Sales Promotion, 228

Scrooge Strategies, 326

Selling Strategies, 187–244, 360

SEPs, 319, 323

Service Marks, 90

Slogans, 188–189, 192

Social Responsibility and Community, 142, 149

Sole Proprietorships, 58–59

Startup Costs, 253–254, 257–260

Statement of Purpose, 46

Stocks, investment, 317–318

Strategic Alliances, 244, 249, 360

Success Stories, 35, 46, 66, 75, 142, 164, 189, 216, 280, 289, 305, 337, 349

Summary of Business Proposition, 35–36

Suppliers, 87, 91–93
 getting the most out of, 87
 order inspection policy, 88–89
 purchasing budget, 87–88, 93
 reorder point, 88, 94

Supporting Documents, 335–342

Support Plans, 27–28, 29, 337–338

SWOT Analysis, 22–23, 55–56, 64

T

Table of Contents, 39–42
 worksheet, 42

Target Market, 80, 81, 84, 163–165, 169–170, 359
 customer description, 169–170, 173, 177
 entry strategy, 170
 market share, 171, 359

Tax Plan, 319–320, 323
 Canada, 320, 324
 keeping records, 324
 U.S., 320, 324
 U.S. Business Tax Calendar, 325

Technology Plan, 357, *also see* Computerization, Communications

Telephone, business line, 115

Temporary (TEMP) Labor, 150, 155

Trade Credit, 194–196, 198–199

Trade Shows, 204–205

Trademarks, 90

Trends, market, 7, 45, 56, 68, 80, 86, 163–164, 166–167, 359

Turnover Rate, *for* inventory, 89, 127, 128, 129, 134, 135, 310

U

Uses of Funds, 256, 267, 361

V

Vision Statement, 18–19, 29, 354

W

Warranty Policies, 245, 250

Web Strategy, *see* Internet Plan

Why Businesses Succeed, 349

Working Capital, 266, 269–270, 303, 304, 307, 309–311, 353

Working Capital Cycle, 270