

Dynamic

Strategic Action Planning

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15min Business Planning for Busy Entrepreneurs

Company Name and Service/Product Provided

Mission Statement – Why you do what you do

Stage of Development – Established, Startup?

Products and Services – Details of the goods.

Target Market – who are your customers?

Competitive Advantages and Distinctions – what are your strengths and weaknesses?

Marketing and Sales Strategy – How do you reach them?

A Business Plan does not have to be complicated or take days or weeks to accomplish – A business plan needs to be succinct and available to you and your staff for easy use and reference and guidance.

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Competitors and Market Distribution – Who else competes for your customers?

Management – Who does what?

Operations – What is done, and how?

Financials – Briefly – List Sources of Revenues, and Major Expenses, with annual estimates for the next 5 years.

Financials	Year 1	Year 2	Year 3	Year 4	Year 5
Revenues	\$	\$	\$	\$	\$
Revenues	\$	\$	\$	\$	\$
Expenses	\$	\$	\$	\$	\$
Expenses	\$	\$	\$	\$	\$
Profit/Loss	\$	\$	\$	\$	\$

Long-Term Goals and Exit Strategy

That's It! – You've got a 15 min Business Plan!

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