

# OfficeTasks

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## Business Plan Outline

Before a business plan is prepared key personnel should:

- Define the goals of the business. Remember, in order for a goal to be MET it must be Measurable, Explicit and Tenable.
- Compile and review the firm's past performance.
- Discuss the firm's strengths and weaknesses.
- Research the firm's customer base and competition.
- Identify actual changes and expected changes in the market place and other external factors that could affect the firm's performance.

When preparing a business plan keep the intended audience in mind. The information included will differ based upon the plan's purpose. For example if the plan is for internal use only, short blurbs on the chief officers and quarterly projections are sufficient. If, however, the business plan will be used to try and secure a loan or entice investors, detailed resumes of key personnel and detailed monthly projections would be appropriate.

The business plan should include sections on:

- Business Market
- Current Service Levels and Capacities
- New Service Plans
- Organization & Management
- Financial s

Does your business require assistance preparing your Business Plan; calculating your break even point and other key financial markers; creating tools for more effective strategic planning; drafting a budget?

OfficeTasks Can Help