

Title:

How Do I Build A Winning Business Plan? Part 1

Word Count:

453

Summary:

Using sample business plans and their structure, along with studying as many business plan examples as possible.

Starting or running your business without a business plan is akin to being a human without a spine.

Not only will using a sample structure highlight any areas you haven't fully thought through, but it will also provide you with a clear and concise structure to follow.

Keywords:

business plans, sample business plans, business plan, example business plans

Article Body:

Using sample business plans and their structure, along with studying as many business plan examples as possible.

Starting or running your business without a business plan is akin to being a human without a spine.

Not only will using a sample structure highlight any areas you haven't fully thought through, but it will also provide you with a clear and concise structure to follow.

The importance of your business plan as a motivational factor in running or starting your business cannot be overstated.

Your business plan should always accompany requests for Small Business Loans, and lenders or investors will want to see your plan with the aim of satisfying key questions before they agree to fund your business.

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Once you've commenced trading your small business plan will act as a stake in the ground, and it will be difficult to change.

### Sample Business Plan Structure

All plans should include at least the elements listed below, and perhaps additional sections depending on the nature of your business.

Executive Summary

Company Background

Products or Service Overview

Unique Selling Proposition and competitive advantages

The Marketplace

Operations

Leadership and management profiles including professional competencies

Professional Support

Risks and Threats assessment

Financial forecasts including key assumptions

Relevant appendices

Collecting the information for all the sections is time consuming and sometimes difficult. The best way to overcome this is to use a professional business plan writer.

If you are not familiar with spreadsheet software, constructing the necessary financial forecasts can be a daunting task.

Pay someone to put part or all of the plan together for you, or a small investment in some business plan software can be well worth the cost.

The advantage of using a professional is you will receive the benefits of their experience, confidence, and expertise.

The disadvantage is that it won't be easy to make changes, and more importantly, because you will have invested in the plan, you will be more likely to stick to it.

One final tip though, remember it's the quality of the information you put into it that determines

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