Flowchart for Creating a Business Plan

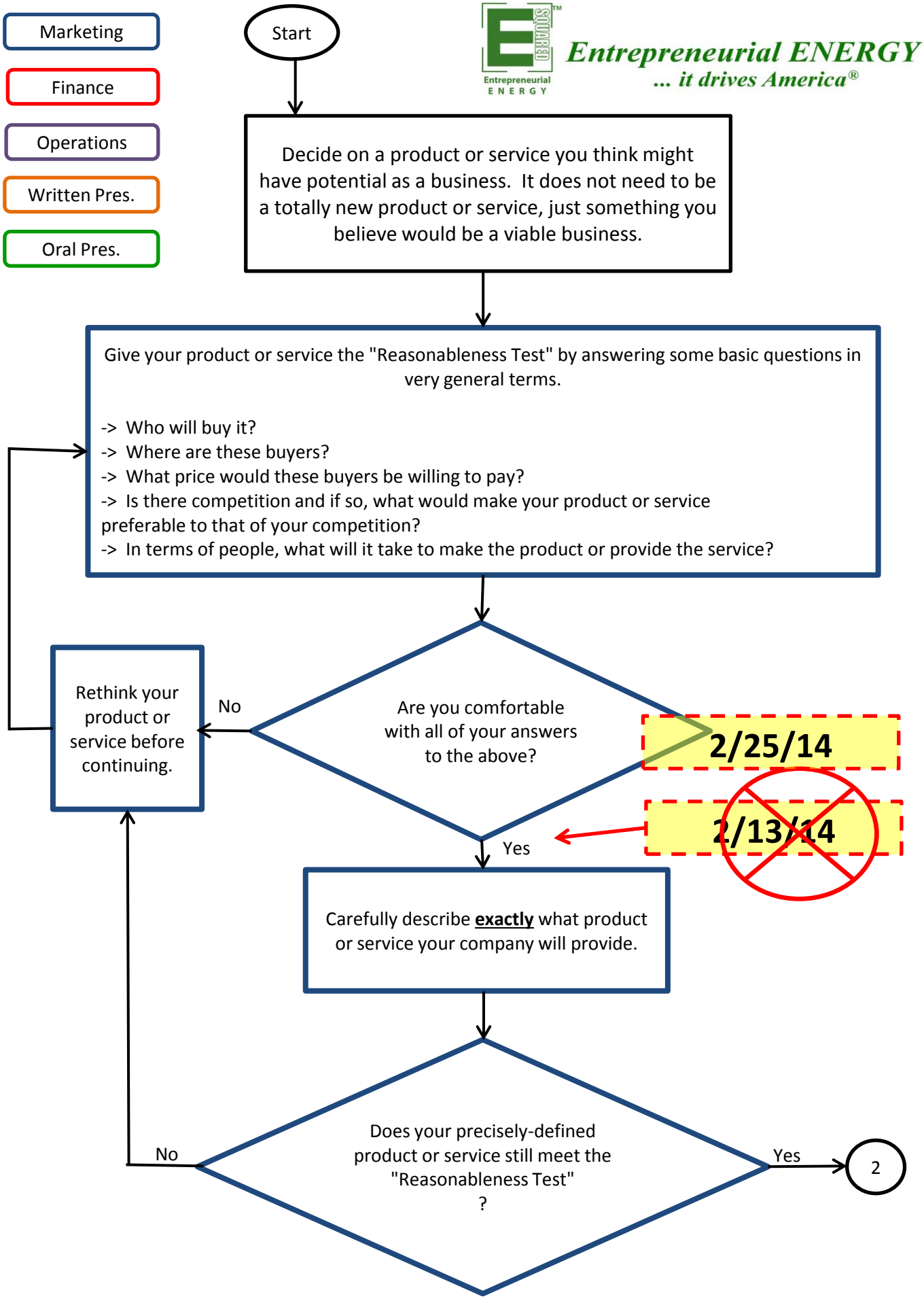
Marketing

Finance

Operations

Written Pres.

Oral Pres.



© Career Partners, Inc. Sept. 2012

2

At this point a written outline of your Business Plan must be created. The goal is to create a list of the main points to be included in the final Business Plan. The outline should include most details but in outline (bullet point) form only.

~~2/18/14~~

Marketing Plan Points:

3/4/14

-> Primary market research
-> Secondary market research
-> Market economics
-> Detailed product information
-> Who are the potential customers?
-> What is your competition
-> Compare your product to that of your competitors
-> Define your niche

Have you completed all of the above in written form ?

No

Yes

Now due 3/11/14 along with remainder of this page as well as the next page.

~~2/25/14~~

Five-Year Sales Forecast:

Your sales forecast will determine the true scope of your business and will affect almost every facet of it; especially the staffing level needed and the financial resources required. If you are selling a product, use the Pdt. Sales Proj. tab. If a service, use the Svc. Sales Proj. tab.

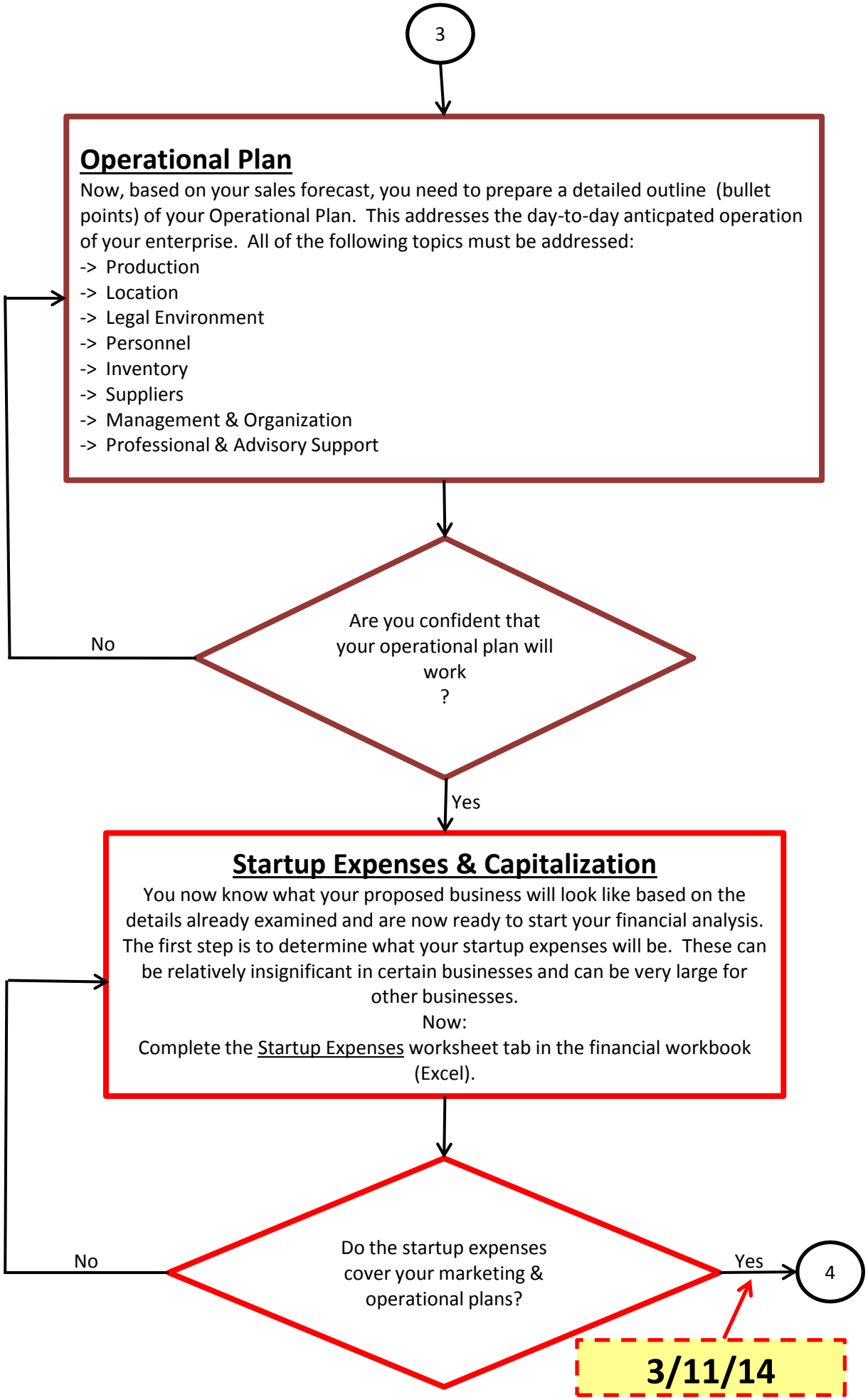
Does your sales forecast makes sense in terms of your Marketing Plan ?

No

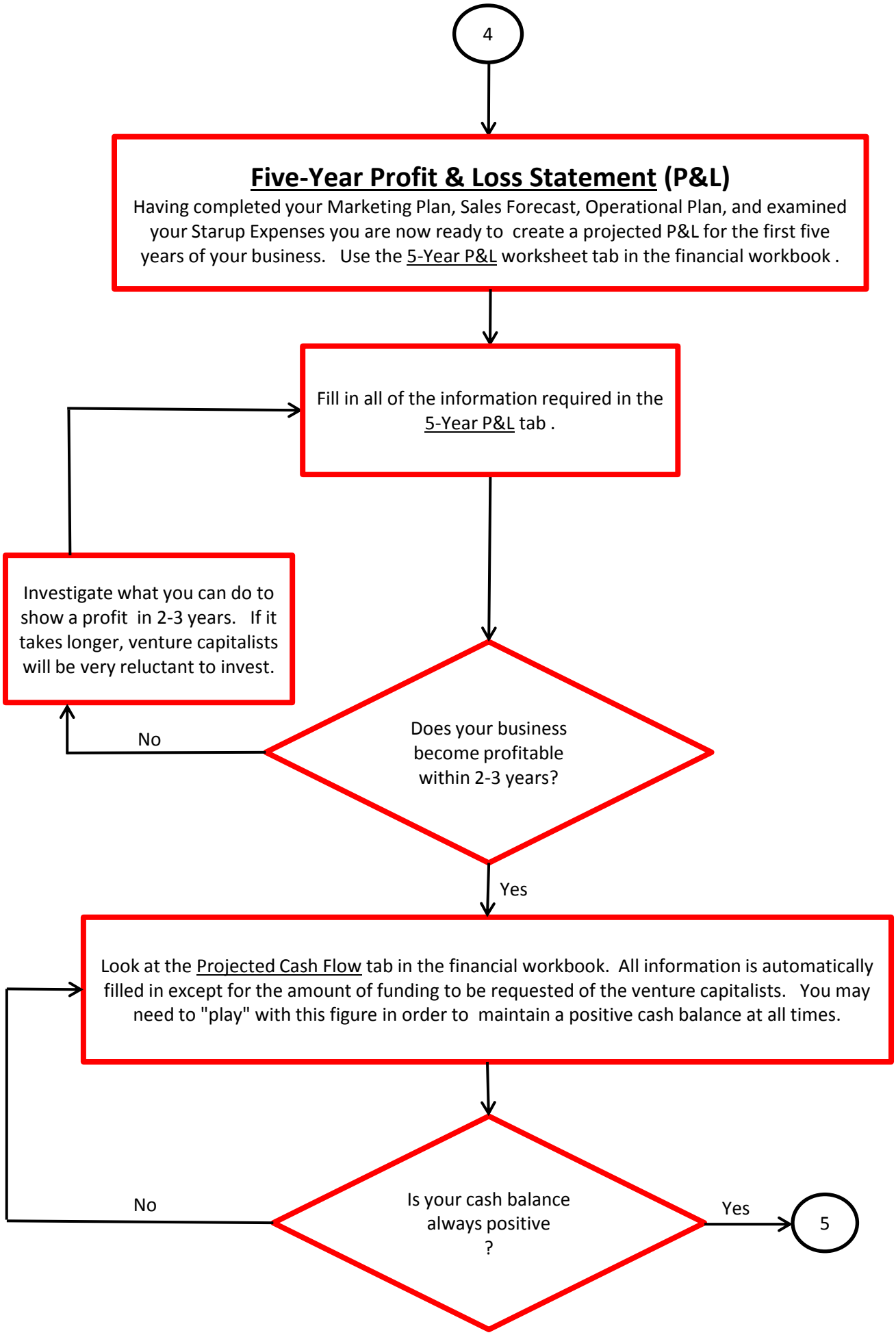
Now due 3/11/14 along with remainder of this page as well as the next page.

3

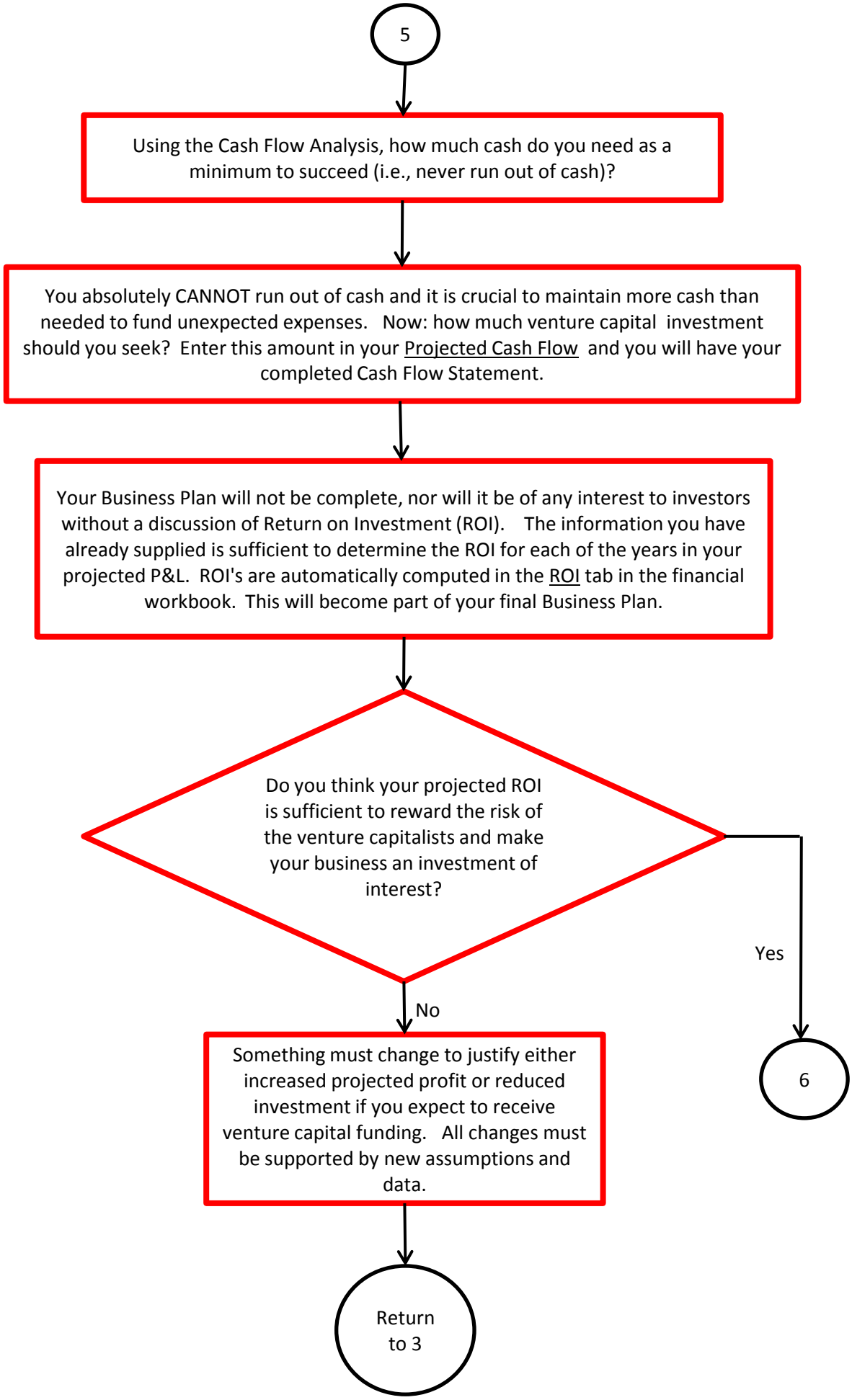
~~3/4/14~~



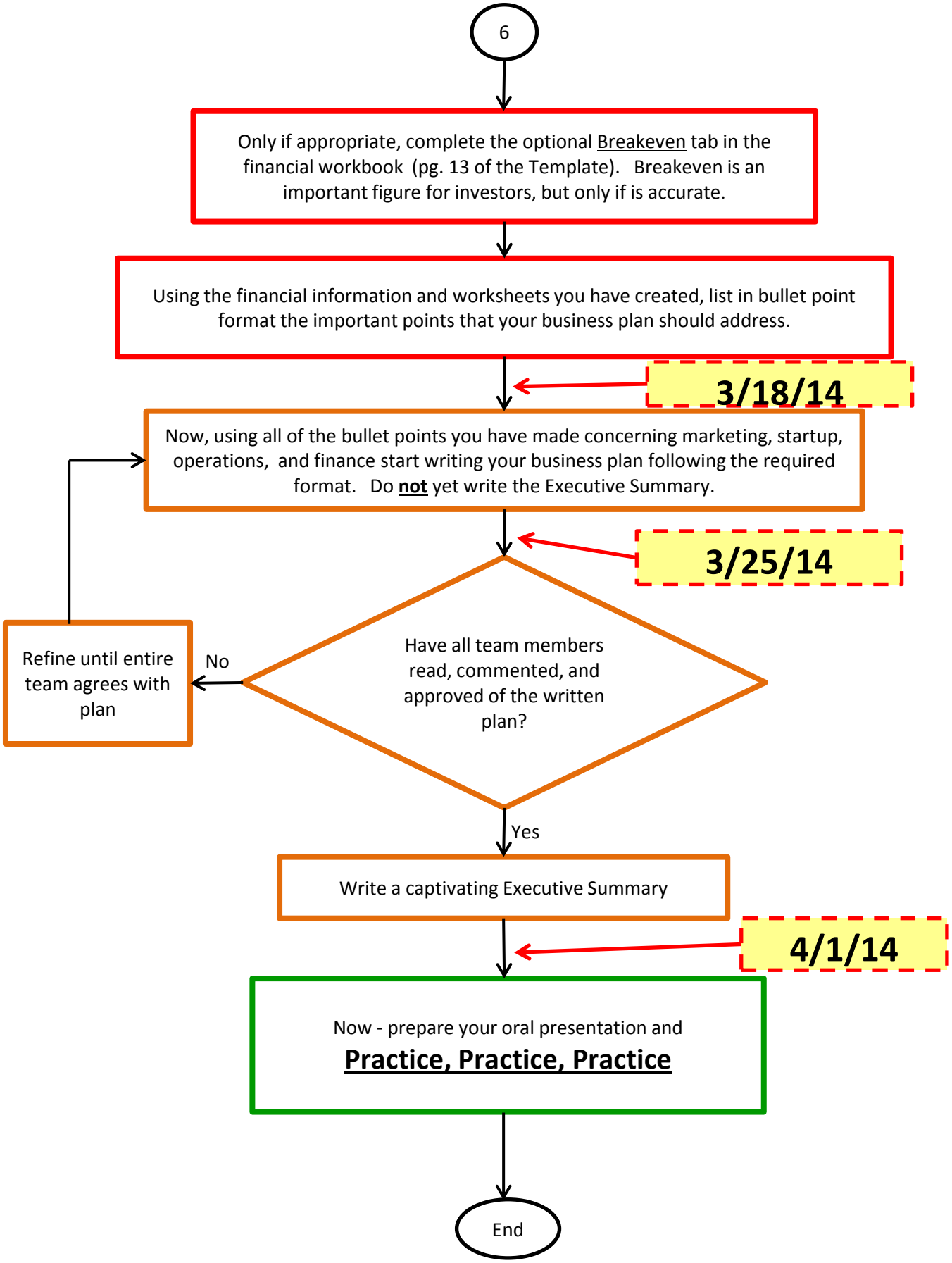
© Career Partners, Inc. Sept. 2012



© Career Partners, Inc. Sept. 2012



© Career Partners, Inc. Sept. 2012



© Career Partners, Inc. Sept. 2012