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Smart Business Brief

Advice for Success!

A case for business planning

In today's competitive environment, business owners need every advantage they can get. Creating a business plan is one way to gain an edge.



A business plan is one of the most useful tools for all companies, regardless of size. You owe it to yourself to evaluate your business needs. If you start now, you can implement your plan this year and reap the rewards of your new focus, including increased profits and reduced stress in both your business and personal lives. These reasons alone should be enough motivation to get you started.

A business plan has enormous benefits:

- Creates a road map for your company
- Helps in obtaining financing,
- Identifies obstacles to growth
- Helps to create goals to measure progress
- And much more...

While there is no single right way to write a plan, they should include a few core elements:

- Write your plan for the audience that will ultimately read it.
- Save most technical information for your operations manual.
- Be sure your financial projections are complete and accurate.
- All plans should include an executive summary. Be sure to write it last.