

WHY DO YOU NEED A BUSINESS PLAN?

The most effective business plans are dynamic documents that evolve as your business grows and changes.

STARTING A BUSINESS



Turn your ideas and capital into a viable business

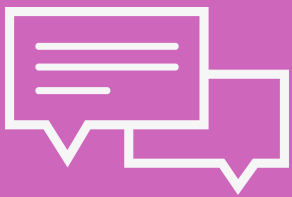


Secure financing from lenders and investors



Identify strengths, weaknesses, opportunities, and threats

MANAGING START UP BUSINESS



Communicate your vision to your employees and external parties



Develop accurate financial forecasts



Compare planned versus actual performance

GROWING YOUR BUSINESS



Raise capital to expand



Create a strategy to manage growth



Take advantage of opportunities and mitigate risks

EXITING YOUR BUSINESS



Develop a plan to transfer ownership. sell your business, or close your business



Establish a timeline for the transition process



Identify financial and regulatory requirements