



How To Write A **Business Plan Work Shop**

Sample **Business Plan**



By Shaunta Pleasant

At this point you should know whether
you want to start a business or not.

There is always a chance that you will be the next
Bill Gates. If you don't get started;

How will you ever know the answer to that question?

It's up to you to get started, Now!

Free YBP Home Based Business **Start Up** Secrets

Join my newsletter mailing list now and get frequent new monthly articles, up to date marketing tips, the real deal about how to write a **Business Plan**, and Business Start up secrets only the pro's knows...

Click Here to join today...

http://www.yourbusinesspal.com/home_based_business_start_up_secrets_newsletter.html

YBP Home Based Business Start Up Secrets Newsletter are for people that are **Absolutely Fed Up** with **working for someone else**. They are **ready** to get started on developing their own business. And **ultimately** make their business **Super Successful**. So that one day they can walk into their boss's office and tell him/her these two words...**"I Quit!"**

All rights reserved. No part of this manual may be reproduced or transmitted in any form by any means, except for brief review, without the written permission of the publisher.

© **TL Manage Inc.**

PO BOX 435

St. Louis, MO 63032

314-837-1392

<http://www.tlmanage.com>

webmaster@tlmanage.com

<http://www.yourbusinesspal.com>

webmaster@yourbusinesspal.com

This manual purpose is to provide accurate and authoritative information on the topics covered. It is sold with the understanding that neither the author nor the publisher is engaged in rendering legal, financial, accounting or other professional services. Neither TL Manage Inc. nor the author assumes any liability resulting from actions taken based on the information included herein. Mention of a company name does not constitute endorsements.



Confidential

Business Plan

Interested parties should contact:

Sample Business Plan

Shauna Murray

PO Box 435

St. Louis, MO 63032

314-837-1392

smurray@yourbusinesspal.com

www.yourbusinesspal.com

Table Of Contents



Executive Summary

Company Direction

Objectives

Management Team

Product Strategy

Production And Delivery

Mission Statement

Marketing Plan

Sales Strategy

Positioning

Pricing

Product Strategy

Current Products

Useful Features/Benefits

Executive Summary



Company Direction

Our Company and Our Training Programs were created to help regular everyday people like myself and you to have a jump start on the path to Home Business Ownership. Once our company began to expand, we wanted to continue to venture out to satisfy the needs of our customers. A reliable way to location opportunities was one of the needs that a large percentage of our clients asked for. So, we created a series of directories that can guide you in the direction of finding, running and building your start up or new business. Plus, they can also help build and existing business as well. We are doing everything possible to satisfy our customers needs. Our Research and Development Department are also working on ways to expand our current Product Lines. We are continually searching for new and improved Lines for the near future. We Are Making Sure That You Only Get The Best From Us.

Company Overview

For many years, people have tried to start their own successful businesses.

The condition of the industry today is such that it would be a good idea for most people to start their own business.

The legal form of Business Plan Sample is C-Corporation We chose this form because It was the best way to do business for the founders of this business. Plus I works best for our customers as well.

Business Plan Sample's business headquarters is located at PO Box 435, St. Louis, MO, USA, 63032.

Objectives

Based on our projected revenues for the current fiscal year and our projected annual growth, we feel that within 5 years Business Plan Sample will be in a suitable position for future company growth. Our objective, at this time, is to propel the company into a prominent market position.

Management Team

Our management team consists of 3 men and women.

Shauna Murray, President and CEO
Anne Johnson, Vice President, Finance
David Johnson, Vice President, Marketing

Their backgrounds consist of more than 60 years of experience. Our Vice President of Marketing has over 20 years of marketing experience with various marketing companies. Our CEO and advisory staff have a total of 20 years of corporate development with corporations such as Sample Business Plan. Our chief financial officer has more than 20 years of accounting, administrative, merger and acquisition and banking experience with other financial institutions.

David's sold automobiles, real estate and training programs. Anne's rehearsed presentations in parking lots.....in hotel rooms.....knocked on unfamiliar doors to make a presentation. At the age of 24 he recruited, trained and managed a 135 - person marketing sales force covering six counties. .

Additionally, our President and CEO experience and training makes has very qualified to help you start your own business.

Product Strategy

Business Plan Sample currently offers 8 products:

Business Association Directory
Business Building Sites Directory
Business Opportunity Directory
Business Start Up And Ownership
Early Child Education
Female Motivation
Male Motivation
Software Programs

Business Association Directory, our principal product, consists of directories that are very useful for starting a business.

Business Start Up And Ownership, our secondary, consists of training programs that are very useful for starting a business.

Production and Delivery

Our Line of products are Internet based. You can purchase them via the our web site. And you can down load them as soon as the everything clears. You will obtain your Directory or Training Program at that time.

The delivery cost is zero. It is all handled by Sample Business Plan Delivery Department Service.

Mission Statement



In order to achieve our Vision, Business Plan Sample commits to the following:

Business Plan Sample's Mission is to provide innovative, practical and top-quality products that save time and improve the way people do start their own businesses. We believe our first responsibility is to the our clients and customers who use our products and services. Our strong financial position will enable us to carry out our day-to-day business we strive to:

1. Give our clients with the best possible business start up products and services.
2. Follow the philosophy that our customers are treaty fairly.
3. Be considered as a reliable part of our community.

Through a long-term commitment to this mission, we will be known as a company that helps people start successful businesses. Our customers, vendors, and Clients, will see Business Plan Sample as offering great service.

Marketing Plan



Business Plan Sample's marketing strategy is to enhance, promote and support the fact that Our Training Programs will help you organize all aspects and make your life complete. Our programs offer you a chance to get the most out of life. Following them will help you gain control of your life and teach you to handle difficult life situations in a positive manner.

We also can show you how our Business Opportunity can be yours. Take Control Of Your Life Today with Total Life Management Company And Guarantee A Better Tomorrow.

Sales Strategy

Our product should be treated as a Business Service product.

As such, the target market segments to focus on are people that are feed up with working for someone else and are ready to start their own business. Because of the special market characteristics, our sales strategy includes marketing people that are really ready to get started.

Following are our market position, pricing, and product margin structures. We plan to review these every 3 months in order to ensure that potential profits are not being lost.

Positioning

Business Association Directory is seen by the consumer as great starting point for a person that is just starting out in business.

Its unique advantages are it list just about everything you need to know to get started in the right way.

We can reposition our competitors by making sure that we have the best product and that we are over delivering on everything that we market.

The resulting selling basis for our product is our product is number 1 in this market.

Pricing

The prices for our products are determined first and foremost by what our customers are willing to pay for what we are offering.

It is important to know that competitive pricing is essential to our market profile.

Compared to the competition, our prices are about them same.

We feel that our customers will pay \$39.99 because we are making sure that we have the best product and that we are over delivering on everything that we market.

Product Strategy



Current Product

Proprietary information is available to investors upon receipt of a signed Non-Disclosure Agreement.

Business Plan Sample currently offers 8 products:

- Business Association Directory
- Business Building Sites Directory
- Business Opportunity Directory
- Business Start Up And Ownership
- Early Child Education
- Female Motivation
- Male Motivation
- Software Programs

Business Association Director, our principal product, consists of Business Directories. Overall our existing product line is Business Start Up Training Programs. Development of Business Start Up Correspondence Courses are in progress and future products are planned.

The first product developed by Business Plan Sample was Home Business Ownership and was introduced in 1992.

Since then, we have introduced the following products:

- Business Opportunity Directory
- Business Association Directory
- Business Site Building Directory
- Government Listing Directory
- Male Motivation and/or Female Motivation
- How To Series
- Early Education Programs

Useful Features/Benefits

Home Business Ownership

This is a comprehensive guide to business Start up. It includes positive motivation & relaxation & much more.. You will have a good idea about the type of business you want to start and also how to run it.

Business Opportunity Directory

This is our comprehensive guide to choosing the right business for your personality. Face it, if you are not mentally compatible with your business, you will not succeed.

We can direct you to success.

Business Association Directory
Business Site Building Directory
Government Listing Directory

Believe it or not, there are 100's of Associations out there that are in business to help you stay in business.

Services are endless. If you have the right directions, you can find everything you need to succeed. We can help you with some guidance.

Male Motivation and/or Female Motivation

If you are working for someone else and you are not very happy. Maybe you should consider starting to doing something with your spare time. Like maybe starting your own business, with your own ideas. Who knows maybe you can become a success story like so many others out there. We can show you how to do it.

How To Series

This is a series of step by step guides that helps you to start, run and maintain your business. It can help you to take your ideas and turn them into reality. Plus, it also includes specific details on some of today's most sought after businesses to start with detailed information that you will need. We can help you reach things that you have only dreamed of in the past.

Early Education Programs

This is a comprehensive Early Education Program. Your child will have the opportunity to adventure learning with Erin or Keith. It features lots of activities, games, math and phonics. Things you and your child will have a great time doing. Fantastic fun for both of you. It takes just 30 minutes a day, 5 days a week. You will be amazed at the progress your child will make. Programs are Pre-k Through Third Grade. Each Program are sold separately. You will need to specify which program you want. All adventures uses the default names Erin & Keith unless otherwise specified.

Our Fridge Phonic program is more directed toward the learning of words and reading. You will find that your child will start to amaze you with the things they will be about to learn. They will know now to read. And they will be open to learn so much more then you could ever imagine.

So What Are The Steps To Get Started Writing Your Business Plan?

Your **BusinessPal.com** has put together a **three fold process** to help you get your **business plan** written in an expedient amount of time.

The **first fold** of the process is to work on and complete the **YourBusinessPal.com Business Plan Work Shop**. This is a **printable worksheet** that will ensure that you keep notes and write your plan correctly.

The **second fold** of the process is to review the **YourBusinessPal.com Sample Business Plan**. This plan will help you write your **Business Plan** in the correct manner.

The **third fold** of the process is to review the **YourBusinessPal.com Business Plan Checklist**, it will make sure you have not forgotten anything that should be included in you **business plans**.

After you have completed the **YourBusinessPal.com Three Fold Business Plan Process**, you will be ready to write your **business plan** to help you succeed in business in today's ever changing tough business environment.

[Writing A Business Plan ...The first fold...](http://www.yourbusinesspal.com/writing_a_business_plan.html)

http://www.yourbusinesspal.com/writing_a_business_plan.html

Writing a business plan is one of the most important aspects of starting a business in today's every changing environment. **Why is writing a business plan so important?**

[Small Business Plan Sample ...The second fold...](http://yourbusinesspal.com/small_business_plan_sample.html)

http://yourbusinesspal.com/small_business_plan_sample.html

This **Small Business Plan Sample** will help you write your **business plan** in the correct manner. You will get to see what a business plan really looks like. And also see how it can help you.

[Business Plan Checklist ...The third fold...](http://yourbusinesspal.com/business_checklist_plan.html)

http://yourbusinesspal.com/business_checklist_plan.html

Business Plan Checklist, will make sure you have not forgotten anything that should be included in you **business plan**.