

Welcome

Writing a Business Plan
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Nash Farm Restaurant



Business Plan

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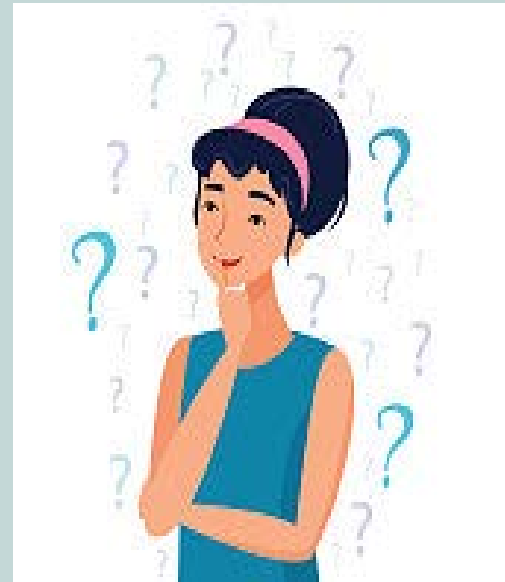
- Why write a business plan
- Presentation
- Format
- Outline
- Executive Summary
- Scoring Matrix
- Business Description

Contents - continued

- Market Analysis
- Customer Profile
- Competition
- Pricing
- Marketing/Promotions
- Operating Requirements
- Start-up Costs
- Cash Flow Projections

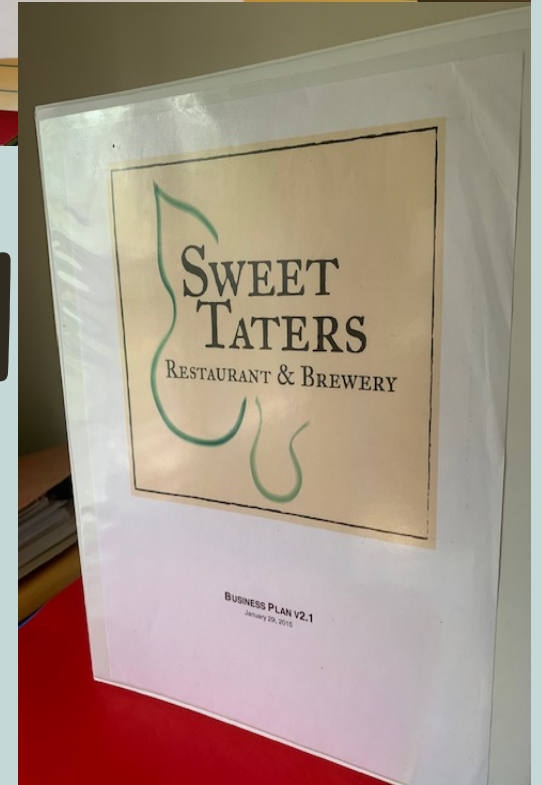
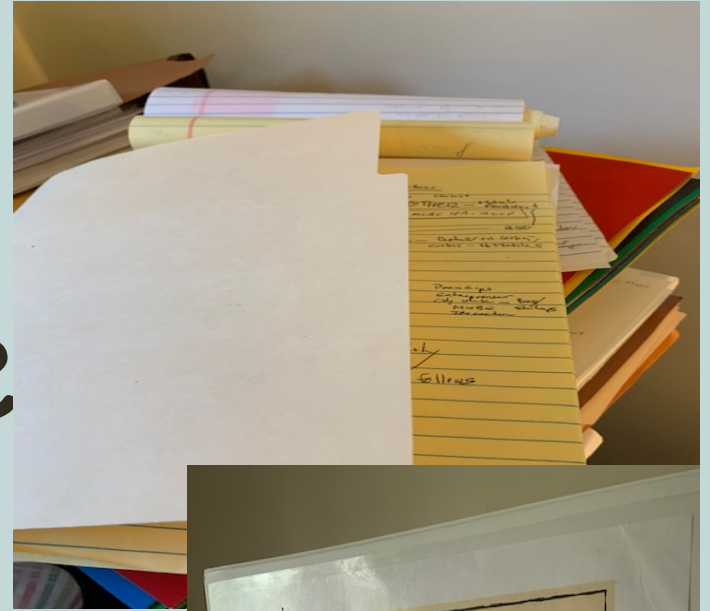
Why Write a Plan?

- ?
- Bank
- Financing
- Investors
- Partners
- Government Agencies
- Grants
- Key Employees
- Land Lords



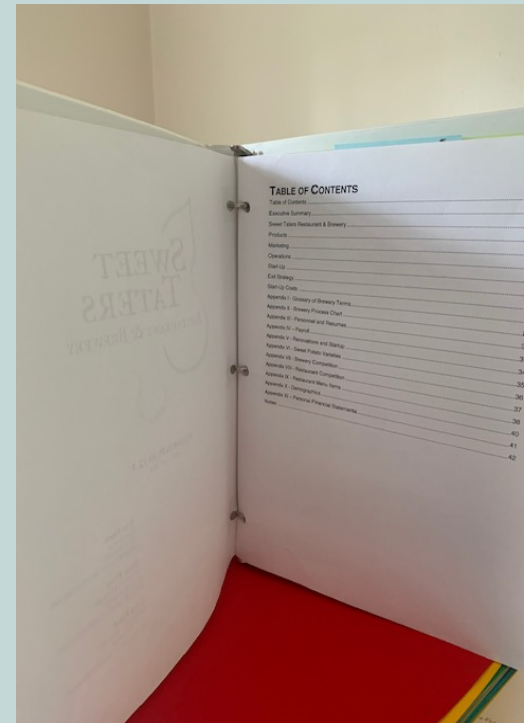
Presentation

- Demonstrate Uniqueness
- Be Professional
- Use Photos



Format

- Be Organized
- Be Ready
- Give Examples
- Cover All Important Points



Outline

- Options
- Number Pages
- Use Dividers
- Use Appendix
- Check List



Executive Summary

Summarizes the Important Points

- Summary of the Main Sections
- Business Description -Uniqueness
- Market Analysis - Competitive Advantage
- Summary of Ownership Structure/Team
- Outlines Financial Start Up Cost
- Summarizes Cash Flow Projections
- Indicates Breakeven Point
- Denotes Equity Investment of Owner

Scoring Matrix



FUEL: COMPREHENSIVE BUSINESS PLAN PANEL EVALUATION FORM

BUSINESS PLAN ID NUMBER _____

0 POINTS

1 POINTS

2 POINTS

3 POINTS

4 POINTS

5 POINTS

TOTALS

How are the following Business Plan components reflected in the submittal? Score each component from 1-10. Odd numbers (1,3,5,7,9) can be used.

I. EXECUTIVE SUMMARY

A. INTEREST LEVEL

The Executive Summary should capture the interest of the reader.

Summary does not create interest

Summary creates a little interest

Summary is of average interest

Summary creates better than average interest

Summary creates a lot of interest

Summary is fascinating, needs no further refinement

INTEREST LEVEL SCORE

x 1 =

B. IMPORTANT POINTS

The Executive Summary should clearly cover the important points of the plan.

Summary does not cover important points

Covers only a few important points, focuses on unimportant points

Most important issues covered, but not very well

Important points covered well

Important points covered very well, a nice job

A wonderful job, summary stands on its own

IMPORTANT POINTS SCORE

x 1 =

II. PRODUCT, SERVICE, OR BUSINESS MODEL DESCRIPTION

Sections

- Business Description
- Market Analysis
- Customers
- Competition
- Costs/Pricing
- Marketing/Promotions
- Operating



Start Up Cost



What's

it going to cost to
get open - \$\$\$\$

Cash Flow Projections

- CASH In \$ _____
- Cash Out \$ _____
- _____
- _____
- _____
- CASH Flow (cash left over) \$ _____

THANK YOU !

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