



WHOLESALE AND RETAIL:WHRT4

NOTES AND ACTIVITIES

US 10008: How to write simple business plans

LESSON 15

TOPIC: Designing and presenting a business plan

NB : By the end of this unit, you should be able to:

- **Gather and analyse information relating to the individual selected business**
- **Assess the development of the business plan**
- **Assess the written business plan**
- **Explain various presentation skills**
- **Assess the oral presentation of the business**








HOW TO DESIGN A BUSINESS PLAN

PowerStart your business today with...

The One Page Business Plan®

The One Page Business Plan methodology is the fastest, easiest way to write a plan. Using key words and short phrases plans can be created for a company, business unit, department, project or program... on a single page. This methodology focuses everyone in your company on what is important and critical for success!

Women Helping Women in Business, Inc. FY2009 Business Plan		
 vision	Within the next five years become nationally known author, publisher and consultant serving women entrepreneurs and independent business owners by creating women-friendly business books, tapes, CDs, workshops... supported by a national network of certified women consultants/coaches.	Vision What are you building?
 mission	Simplify the business of business for women entrepreneurs!	Mission Why does this business exist?
 objectives	<ul style="list-style-type: none">• Generate \$215,000 in total revenues in 2009.• Achieve profit before tax of \$110,000.• Land 20 new clients, generate at least \$100,000 in coaching revenue.• Sell 3,000 "Women in Business" books generating \$30,000 in sales.• Conduct monthly workshops, generate minimum of \$60,000.• Recruit/train at least 10 certified "Women In Business" Practitioners by 12/31.• Speak at least twice a month; target of 30 speaking engagements for the year.	Objectives What will you measure?
 strategies	<ul style="list-style-type: none">• Become nationally known as "the" resource for women in business.• Use network/personal contacts to create oportis to speak, get reviews, articles published• Self publish to start, prove marketability, seek national publisher• Continue to turn coaching/consulting processes into products; products into programs• Create products & programs for others to sell that serve the entrepreneurial market• Seek endorsements/approval/intros/quotes from noted authors, CEOs, SBA• Exit strategy: sell to major publisher or business training company in 10 years• Collaborate! Remember, can't do this by myself... Always keep it simple!	Strategies What will make this business successful over time?
 action plans	<ul style="list-style-type: none">• Develop publicity & marketing plan by 2/28.• Develop Women In Business practitioners program by 3/31.• Contract w/Audio Designs for CD production by 6/30.• Submit articles to Inc, Entrepreneur, Home Based Business for Dec. publication by 7/31.• Complete mailing to 250 trade associations by Sept. 1st for 2010 speaking engagements• Complete "Stress Free Selling" CD by 10/31.• Complete "Profitability Is No Accident book" w/ R. Miller by 12/31.	Action Plans What is the work to be done?

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PRESENTING A BUSINESS PLAN

Guidelines when presenting business plan to potential investors

- Know who your potential investor is
- Know all aspects about your products
- Know all aspects about your market
- Know what is going on the financial environment
- Be confident
- Speak clearly speak in the language with which you are comfortable
- Use terminology with which you are familiar
- Always start with an introduction and finish with a conclusion
- Make cue cards to help you remember important points
- Keep your presentation short and to the point

PRESENTING SKILLS

1. Communication-the imparting or exchanging of information
2. Body language-posture by which attitudes and feelings are communicated
3. Tone and tempo-the feeling and pace of your presentation
4. Ability to convey ideas-ability to present your ideas appropriately
5. Ability to answer questions-being able to ask and answer questions
6. Use of media-is used to enhance a presentation, for example, slides and sound
7. Oral presentation-ability to present an idea to the audience
8. Preparation/appearance-the how ready are you for the presentation
9. Appearance-the way someone looks.

Activity 1

Read the following paragraph and answer the questions that follow.

Fumi submitted his business plan to one of the prominent investors in the area. His communication skills were so impressive, he was audible and confident. Ideas were appropriately presented, and his oral presentation –ability made him to be able to answer questions.



“Stay with me now, people, because in Step C, things get a bit delicate.”

(4)

- 1.1 List FOUR presentation skills mentioned in the paragraph
- 1.2 Name and explain the presentation skills used in the picture
- 1.3 Give FOUR guidelines on how to present a business plan