

*G.G.M. & Associates*



***BUSINESS PLAN BASICS***

# *BUSINESS PLAN*



A business plan is a reflection of who you are  
As an individual  
As a business.

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A business plan is prepared to provide  
Guidance and Corporate Planning  
To Seek Financing  
To Justify Investment Visas.

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## *Management*



Who is your Management Team?

Do you have specific industry experience?

What is Your Corporate Culture and How is that Transmitted to the employees

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A business requires direction and know how. A banker looks at your past to predict your future. What have you done previously will signal your probabilities of success in your business.

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## *Corporate Strategy*



What is Your Vision?

What is Your Mission?

What are Your Corporate Values?

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Do you have a strategy stating your operational and sales goals and how are you going to achieve them? You must trace a map with precise directions to help you reach your objectives.

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## *Sales and Marketing*



Do You Know your Traditional P's

Product ~ Price

Place ~ Promotion



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What is your Virtual Marketing Strategy?

Are you using social media effectively?

Do you understand optimization?

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What about the Updated P's?

People ~ Purpose

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Customers are more connected, informed, and empowered, and as a result, their expectations amplify and modify. Understanding the needs and expectations of people inspires an important element often missing in day-to-day business strategy...empathy

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## *Financial Review*

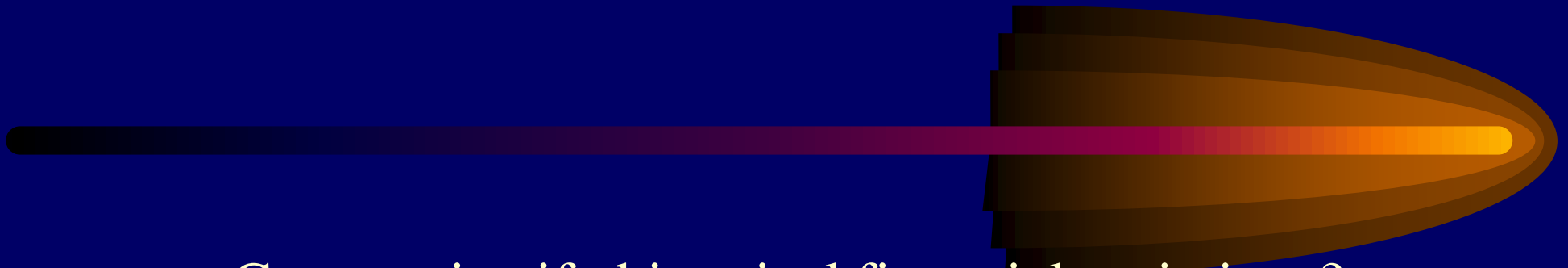


What is your Personal and Business Financial  
Condition?

Do You Have a Budget?

Do you have decent Tax Returns?

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Can you justify historical financial variations?

What is the basis for your financial assumptions?

Are they reasonable or wishful thinking?

Are your expenses on line with the industry?

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Never open a business without capital thinking  
that the bank will bail you out.

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## A Word of Advice

There is only one set of books that the bank is interested in seeing – the ones used to prepare your tax returns.