



## Successful Business Plans

A business plan is a detailed blueprint used to identify a company's goals and to explain how a company will achieve financial success. Lenders, venture capitalists, or prospective partners who will consider investing in your company will want to know how the business intends to spend its money. A business plan demonstrates how the money will be used and what type of financial compensation the investor can expect in return. A solid plan provides strong support for a loan request. In addition, a business owner can use the business plan to establish tangible goals for the company and its managers. New managers can also benefit by learning where the company is headed in the next two to five years.

The following points should be included in a business plan:

- An *Executive Summary* explains the business idea and creates a snapshot of the company's mission and how it will deliver products or services to its customers.
- The *Business Description* anticipates and provides answers to critical questions regarding the business, product/service, marketing, and also provides an analysis of your target customer.
- The *Marketing data* describes what kind of product the company will provide and explains how the product is different from that of the competition. A comprehensive plan looks at four essential marketing tools; product, price, place (business location), and promotions.
- Another component to your business plan is the *Operation Plan* of your company. This is

a comprehensive assessment of your company's operations or manufacturing production. Describe your company's goals and strategies. Assess your company's advantages such as use of new equipment, different stages of production, inventory control or cost effective methods of production. Another important aspect to your business plan may include an effective E-commerce plan and how you plan to attract customers.

- *Management* introduces key managers, their relevant work experience and how these positions contribute to the success of the company. Managers with industry experience will likely be familiar with the risks and challenges of a new business. Pratt's Guide to Private Equity Sources suggests that "...a well-balanced management team..." with accomplishments in marketing, finance and an understanding of industry trends is key to a successful business.
- The *Financial Plan*, as the name implies, provides a detailed financial plan for profit and loss forecasts, and will forecast 24 months into the future. Your balance sheet should include your company's total assets, liabilities, and total net worth. The total assets should be equivalent to the total liabilities plus total net worth. A summary of key ratios should also be used to measure financial benchmarks of success.

The following books and directories can help you build a business plan.

# BUSINESS PLAN RESOURCES

## Social Sciences Section

**Business Plans Handbook.** Gale. 1995 to date. This 10 volume collection outlines the essential points of a business plan and can be used as a business plan template.

[R 658.4012/Business](#)

**Annual Statement Studies Financial Ratio Benchmarks.** Risk Management Association. Annual. An essential guide for analyzing market and operational risk according to manufacture and or service.

[R 338.02/Robert](#)

**Industry Norms & Key Business Ratios.** Dun & Bradstreet. Annual. Consult this guide when entering financial figures as well as business ratios. Covers 800 different lines of businesses.

[R 338.0212/Industry](#)

**Pratt's Guide to Private Equity Sources.** Thomson Venture Economics. Annual. A comprehensive international directory of venture capitalists. The introduction explains how to create an effective business plan.

[R 332.1025/Pratt's](#)

**Market Profile Analysis.** Dun & Bradstreet. Annual. This census track source contains valuable demographic information for San Diego and Orange County. Includes trades by zip codes, employee size, and sales volume.

[R 658.83/Market](#)

**The Community Sourcebook of Zip Code Demographics.** Business Information Solutions. Find spending potential of various demographic groups by age, race and income throughout the nation.

[R 304.60973/Community](#)

**Inside Prospects.** Inside Prospects Inc. Semi Annual. Start compiling San Diego business leads with this directory. Identify key markets by SIC codes, zip codes or assess market analysis data.

[R 338.74025/Inside](#)

**Small Business Sourcebook.** Thomson Gale. 2005. An invaluable sourcebook that lists associations, vendors, small business development centers and SCORE offices.

[R 658.022/Small](#)

**Encyclopedia of Small Business.** Gale. 2002. Historic articles on issues important to entrepreneurs such as downsizing, insurance, strikes, and venture capital.

[R 658.022/Hillstrom](#)

## Science and Industry Section

**Business Plans for Dummies.** Paul Tiffany. 2005. Learn the basic steps to creating a clear mission statement develop your company's goals and objectives and identify your target customers.

[658.4012/Tiffany](#)

**Anatomy of a Business Plan: a Step-by-Step Guide to Building a Business and Securing your Company's Future.** Linda Pinson. 2005. Sample business plans and blank forms make this a hands-on guide for start-up companies. Author examines all components of a business plan.

[658.4012/Pinson](#)

**How to Write a Business Plan.** Mike McKeever. 2005. McKeever shows how to develop effective marketing strategies; assemble financial projections, and obtaining business loans.

[658.4012/How](#)

**Business Plans that Work: a Guide for Small Business.** Jeffery Timmons. 2004. A streamlined, step-by-step guide for crafting an effective business plans. Also includes instructions how to write a persuasive Executive Summary.

[658.4012/Timmons](#)

**How to Prepare a Business Plan.** Edward Blackwell. 2004. This edition of Blackwell's jargon-free manual shows how to write a plan tailored to the specific needs of any business.

[658.4012/Blackwell](#)

**The Modern Firm: Organizational Design for Performance and Growth.** John Roberts. 2004. This book challenges conventional methods of business plans. Global competition and technology have forced most companies to think outside of the box.

[658.4012/Roberts](#)

**Best Practices in Planning and Management Reporting: from Data to Decisions.** David Axson. 2003. Strategize and implement a company's vision, by setting business benchmarks and goals.

[658.4012/Axson](#)

**Databases** [access at <http://www.sandiegolibrary.org>

**Business Source Premier** An extensive database of journals and articles from peer-reviewed business publications and industry trends.

**Hoover's Company Capsules and Profiles** This database provides company descriptions, financials, key officers, and news for more than 17,000 public and private enterprises worldwide.

**RDS Business Suite** Browse authoritative business publications and various articles on business plans and venture capital.

**ReferenceUSA** Search this business database for company profiles to include business size, sales, key personnel and URL addresses.

## Websites

<http://www.score-sandiego.org/>

The Service Corps of Retired Executives provides small business counseling. Find roundtable discussions on various subjects. Ask the Social Sciences staff for more information.

<http://www.sba.gov/ca/sandiego/index.html>

The Small Business Administration in San Diego offers a start-up kit, advice how to obtain seed money, and business regulations.