

PREFACE

Unfortunately many entrepreneurs fail because they don't have a road map to success. Likewise, many existing businesses fail or don't maximize their potential due to the lack of an Effective Business Planning Process. There are a multitude of Business Planning Books, Workbooks and Software Programs out there, and Business Planning is taught in Business Schools and MBA Programs across this great nation. However, they often fail to present an understandable, comprehensive business planning process which can be easily used and implemented by an entrepreneur.

This Comprehensive Business Planning Guide and Workbook has been written and researched by a Business Consultant with twenty years experience. This book is not purported to be the "be-all and end-all" of all Business Planning Books. Rather, it is intended as a turn-key Business Planning Process which has been refined from business experience and mentorship with those who have built successful businesses. Our Business Planning Process is based on real world success, and it is our sincere hope this tool helps to contribute to the success of your Company, Project or Venture-whether a Start-Up, Acquisition, Merger or Expansion.

Running or Starting a business takes a lot of perseverance and will be the most challenging part of your life. Why leave its success to chance? Believe or not, most businesses do not have a Comprehensive Planning Process. Furthermore, many companies fail to implement their Business Plan through out their Company Operations. Developing an Effective Business Plan is very difficult and time consuming, but a good Planning and Implementation Process takes the guessing and mystery out of running a business. If you have done the hard work up front, you will find that the actual running and starting of a business or project is much easier, less costly, more profitable and much less time demanding. No matter what stage or shape your Company is in, or industry for that matter, this Business Planning Process will be successful if executed and implemented effectively into your Operations. We recognize this Process must be tailored to meet your unique circumstances, but it provides a proven, successful road map to follow in developing, implementing and executing your Company's Business Plan.

This Guide and Workbook will enable you to develop a Comprehensive Plan which in turn will aid you in successfully starting, running and expanding your Company. From this Comprehensive Plan, you will be able to quickly form Ancillary Business Plans for other purposes, such as, a funding business plan, a customer plan, a supplier plan, a strategic plan, a marketing plan, a strategic plan, a public relations plan, a regulatory plan and so on. We know no other way to develop an Effective Plan: Start with the Comprehensive, Global Outlook, and then adapting that perspective into goal specific plans. A Comprehensive Plan runs and expands your Company, from which various specific plans can be developed and implemented to grow your Company, obtain finance, solidify and expand customer relationships and various other purposes.

This is a step-by-step Guide and Workbook. We suggest reading **Section One** first for an overall understanding of the Process. Then scan **Section Two** for the overall format of the Plan. Move on to **Section Three** and complete the Business Planning Workbook. **Section Four** will provide you help in developing the financial aspects Business Plan and is referred to through out Section Three. **Section Five**, the Loan Package, (if applicable) will be developed when you have completed Section Three, the Business Planning Workbook, as a lot of the information relates. Once your Business Plan and Loan Package are completed, then **Sections Six and Seven** provide you templates to quickly assemble various investor overviews and venture / project overviews (if applicable).

We wish you every success with your Venture. Please don't hesitate to contact us via our Feedback Form on our websites if we can be of any assistance toward the success of your Company. We also encourage your Feedback on our Book and invite your comments.

ABC Business Consulting, LLC www.BusinessConsultingABC.com

What's in the Name? We named our Company "ABC" as our Business Planning and Consulting paradigm is a step-by-step process aimed toward achieving predictable, turnkey, profitable, sustainable results. *The ABC Business Success Formula = Plan + Consult + Implement*