Tips for Developing a Successful Business Plan
Hi!!!!!!

Who am I

I am Omar Chambers
Hi!!!!!!

Who are you?
If you can.. dream it, you can do it.

~Walt Disney
Success
SUCCESS

WORK very hard
(not easy, but fun)

IMPROVE yourself
(and what you do)

FOCUS in order to master
(one thing at a time)

SERVE others
(something of value)

PUSH yourself through

PASSION do it for the love
(not for the money)

PERSIST throughout failure
(and CRAP)

IDEAS to solve
(identified problems)

listening to
(your)

LISTEN
Observe
Be Curious
Ask Questions
Read Books

Criticisms
Rejection
Pressure

continuing to
in order to

trying to

remembering to
helping you to
1. the favorable outcome of something attempted

2. the attainment of wealth, fame, etc

3. an action, performance, etc, that is characterized by success

4. a person or thing that is successful

5. obsolete any outcome
What is a business plan?

A business plan is a documented statement of business goals, describes how they are attainable, and your plans for attaining them.

- Strategy (e.g. Setup, costs or marketing)
- Staffing
Types of business plans

• Business plan for a startup
• One-page business plan
• Feasibility plan
• Internal plan
• Operations plan or annual plan
• Strategic plan
1. Executive Summary
2. Mission Statement
3. Vision
4. Company Summary
5. Keys to Success
6. Start up Summary
7. Competitive Comparison
8. Marketing Strategy
9. Financial Projects and Financing
10. Conclusion
Executive Summary

Brief outline of the Business plan

Tip

Capture the relevant points / Make sure reader can rapidly become acquainted with your Dream/Goal

• State the Purpose clear
• State why it will be Successful
Mission Statement

Your purpose / Describes why you are in business. It helps to filter what is important

Tip

• Meaningful
• Don’t be afraid to share your mission
• Can be updated as you grow or change focus
• Identify who you want to serve
Vision

Your objective (Privately lol). Where you are heading

Tip

• Meaningful / Clear
• Don’t be afraid to share your Vision
• Can be updated as you grow or change focus
• Identify exactly where you want to be
Company Summary

Detail description of your setup. Allows you to match your company’s setup with your strategy

Tip

• Location (is it strategic)
• Store / building (is it efficient)
• Staffing (do you have the right staff)
• Departments (work flow)
Keys to Success

What will bring you success. What Inspired you. Why should people do business with you

Tip

• List your Strategy

(does it make sense)
Competitive Comparison

SWOT of your competitors
SWOT of your Business

Tip

• Be objective
• Don’t relay on your own feeling
• Do research
• Find similar foreign markets
Marketing Strategy

Detailed document of your plan to attract business. Plan Quarterly and Year. Outline your targets

Tip

• Follow current trends
• See what your competitor is doing
• Think outside the box
• Move out of your shell
• Seek Professional Help
• Network
Marketing Strategy

Tip

Omar 3ps
Marketing Strategy
Tip
People
Marketing Strategy
Tip
Product
Marketing Strategy
Tip

Place (Location)
Financial Projects and Financing

What you hope to make (in what time)
What you plan to Own (when)
What you plan OWE (for how long)

Tip

• Seek professional help (useful and informative)
• Be realistic (don’t dream)
• Be conservative
Questions?
Link International Group
67 Fort Street Artemis House
PO Box 1978, Grand Cayman KY1-1505
Cayman Islands
T 1(345) 623.0030
W www.linkgroup.ky