

Agri-Nature Entrepreneurship

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# Revolving Loan Program

## Features & Benefits

### § Features

- § Great loans at low-interest, affordable rates.
- § Loans do not require a minimum credit score
- § Business assistance services.
- § Anyone can have an opportunity to receive a business loan, regardless of credit, length of operational time or other determining factors with a traditional business loan.

### § Benefits

- § Offers opportunity for prospective new business owners to establish commerce

Offer opportunities for existing businesses to grow, expand and prosper

- § Expanding and prosperous businesses help the Economic Sustainability of Mariposa County

# Business Assistance - SBDC

- **Business Training Classes**

- **Specialty Training**

- Restaurant

- Retail

- **Local business**

- Contact SBDC

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# Business Plans/marketing plans

## Business Plan Development Worksheet

The first steps in creating your own personal business plan is to outline your proposed or existing business, and to explain the focus and scope of your business. Then visit each of the principal parts of your existing business concept or prospective business idea so you have a written record of where you are, where you want to go, and how you will get there. The final version of your business plan will include a **detailed** description for each of the following key areas:

1. Company Overview with product/service description
2. Marketplace Analysis and Strategy
3. Operations, Sales and Development Strategy
4. Start-up Costs and Financial Outcome Projections

(After completing these four sections you will then finish your plan with a cover page, table of contents and a detailed executive summary.)

This business plan development worksheet will help guide you through the initial look at your business. At this early stage you may have very little of the critical information needed to build a solid business plan. This is normal especially if you are new to writing a business plan. Use your current knowledge and information to answer the questions and complete each section as best you can. Gaps and omissions are common in the beginning as are numerous new questions. In subsequent steps, you will be investigating, developing, refining, and expanding all of these areas in greater depth.

Your Company Name:

Date Established (actual or estimated):

Key Team Members:

Who is preparing this plan:

Date:

# Business Plans/marketing plans

## I. Company Overview

This section is to include a general description of your business and the key persons involved. It should be a short story of the “who, what, where, and when” of your business. Include information based on the following questions/statements:

- a. What industry or business sector is your business in? Compared to what is typical within your industry, are you micro, small, average, large, or mega? What are the key aspects that make your business special/unique?
- b. What exactly is your product or service? Carefully describe.
- c. What is unique about your product/service? What are its features and benefits? Do you have any proprietary rights to the product/service (for example, technology, patents, copyrights, etc.)?
- d. Why is your product/service superior to the competition?
- e. How could your products or services be improved? What resources would you need to make the desired improvements?
- f. What phase is your business in?
  - Pre-venture
  - Existing-healthy
  - Start-up
  - Expansion
  - Existing-weak
  - Selling/Closing
- g. How is or will your company be organized (e.g., sole proprietorship, partnership, corporation...)?
- h. What is your current or proposed location(s)? What are the advantages/disadvantages of this location(s)?
- i. List the names, backgrounds, and areas of responsibility for the key members of your business. (Add attachments if necessary)
- j. Is there any critical area of your business that needs changing or addressing? Are there any major issues or obstacles to you starting or continuing your business? List and Explain.



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j. What media channels will you use to get your marketing message out? (Yellow Pages, newspaper, radio, T.V., mail, Internet, etc.)

k. List all the non-advertising methods you will use to promote and market your business? (networking, word-of-mouth, direct mail, business cards, etc.)

l. What challenges or obstacles do you face in marketing your products/services?

m. What additional information or resources do you need to create an effective marketing strategy?

### 3. Operations, Sales, and Development Strategy

#### **Operations Plan**

*This section outlines how you will run your business and deliver value to your customers. Operations is defined as the processes used to deliver your products and services to the marketplace and can include manufacturing, transportation, logistics, travel, printing, consulting, after-sales service, and so on. In all likelihood, about 80% of your expenses will be for operations, 80% of your employees will be working in operations, and 80% of your time will be spent worrying about operating problems and opportunities.*

What are your hours of operation? What are your peak hours and days and your seasonal periods of operation/demand?

Which operations are critical to the success of your business? Which are secondary?

How will you produce and deliver your product/service? What will you do in-house, and what will you purchase (make vs. buy)?

Briefly describe the business related education, experience, and/or expertise of each of your key team members that will be critical to the success of your business.

What will it cost to produce and deliver your product or service? Estimate fixed costs (plant, equipment, etc.) and variable costs (labor, materials, etc.) Estimate only here: This will be covered in greater detail in the financial section.

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## **Sales and Delivery**

*How will you close the sale with your customers? How will you get paid? How will your products/services reach your customers? Remember, "nothing happens until the sale is made and the money's in the bank."*

What product distribution channels will be used (e.g., on-site retailing, direct sales, mail-order, wholesalers, etc.)

How will you follow-up and communicate with your customers (e.g., phone, postal mail, e-mail, etc.)?

How will your product or service transactions be handled? (credit cards, cash, company credit, etc.) Who will do the selling (your own sales people, manufacturing representatives, etc.)?

What are the costs associated with our sales strategy? Which costs are fixed? Which are variable?

What additional information/resources do you need to create an effective sales strategy?

## **Development Plan**

*This section is a road map of how you are going to get from where you are now to where you want to be in the future. These steps can be as routine as securing retail space, or as critical as applying for and getting a patent on key technology.*

What must be done before you can introduce your product or service to the marketplace? What are the perceived risks and costs?

How long will it take to bring your product or service to market? What is your timeline to start/expand?

What are the one-time start-up and development items needed in your business (equipment, fixtures, furniture, etc.)? A separate and detailed start-up cost worksheet will be developed in section #4.

What additional resources/information do you need to further the development of your business?



# Business Plans/marketing plans

## 4. Financial Plan

*Your Financial Plan should be “frosting on the cake”. If you have outlined a great business concept, demonstrated a real need in the marketplace and how you can profitably meet that need, shown how you will develop the business, you should now be able to show in detail how much it will cost to operate your business and how much profit your efforts are likely to produce.*

Use the attached “start-up costs” worksheet to develop a detail list of all costs necessary to get your business started/expanded up to “day one”(equipment, fixtures, inventory, license, fees, etc.).

Use the attached Excel spreadsheet to develop a detailed projection of future operating revenues and expenses. This is referred to as a “Projected Profit and Loss Statement”. For a new entrepreneur this is the most challenging area to create in a business plan.

Do the final numbers in the projected P&L look attractive enough to proceed? Can you think of ways that the bottom-line might be improved by increasing sales or decreasing costs? Do the potential profits justify the perceived financial and personal risks associated with developing your business idea?

How much cash will you need to start your business? Where will your start-up/expansion funds come from (savings, selling an asset, a personal or business loan, mom and dad, venture capital, angel investor, or...other?) Are you fundable to a bank or outside investor?

What other resources/information do you need to complete your financial plans?

# Business Plans/marketing plans

## Key Business Plan & Marketing Plan Elements



# Business Plans/marketing plans

## Marketing Plan Templates

### 1. Executive Summary (Done Last)

Keep in mind that not everyone will read every page of your marketing plan. Your executive summary should highlight the most important parts. It's an overview of your marketing plan.

As you go through the process of writing your plan you will refine your ideas and develop new strategies. By writing the executive summary at the very last you will be able to provide a holistic overview of your marketing plan.

It is recommended that you include the following points in your executive summary:

- **Brief description of products or services**
- **Define target market**
- **Competitive advantage**

You need to tailor your offer so that your target customers believe that it is superior to what is offered by your competition - this is your competitive advantage.

Competitive advantage can come from any element of your marketing mix - creating a superior product, more attractive designs, better service, more effective distribution or better advertising.

Competitive advantage comes down to understanding what your customer values, delivering it and doing it better than your competitor.

- **Positioning statement**

Positioning is the way your product or service is defined by consumers. For example a consumer would describe a Ferrari as a prestige, high performance sports car. This perception by the consumer is due to a strategy developed by Ferrari to position itself in the prestige segment of the car market with a competitive advantage based on high performance and exclusivity.

After you have worked on the rest of your marketing strategy you will know where your business is positioned in your market and how you are different to your competitors.