

## **A Guide to Business Planning**

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## The Objectives of the Business Plan

A business plan will have the following objectives, in most if not all businesses:-

- To show money lenders/investors/grant funders that the business is viable and those they are likely to be repaid, either financially or in success, where a grant has been awarded.
- To use as a planned course & to alert when estimates do not go according to plan.
- To instil stakeholder confidence in the abilities of the management to run the business.
- To introduce the main income, expenditure and balance sheet items.
- To identify the resources required.
- To monitor performance against targets.

To achieve these objectives, the business must present what is unique about the business and why it should succeed. Information should be presented to reinforce these opinions.

The Business Plan will show:

- Where you are.
- Where you are going.
- How you propose to get there.
- What resources will be required.
- How much money will be made

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