

The Quick-Launch Business Plan

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Griffin-Hammis Associates, LLC

Discovery Interviews

- Conversation Vs Questioning
- Select Team Leader & Recorder(s)

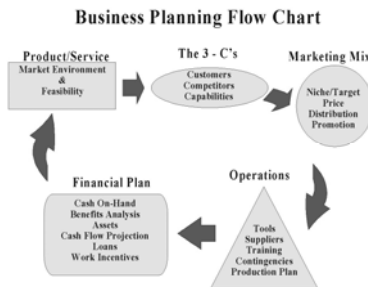
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Discovery Interviews

- Gather information on why this business at this time, supports needed & available, financial needs & resources, key players, Prospective Business Owner's (PBO) vision...

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GHA Planning Map



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The Business Mission

- Describe the business purpose in 1 or 2 sentences
- What problem does this product or service solve?
- Write 2 or 3 goals for the business



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Describe Products & Services

- Who will buy?
- What will they use it for?
- When will they need it?



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Describe Products & Services



- Where will they use it?
- How will they find it?
- Why do they need it?

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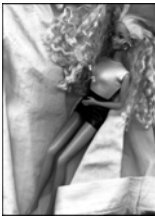
Marketing Mix

- 4 key product/service characteristics
- 4 key primary customer characteristics
- 2 key secondary customer characteristics
- Describe 2 things the product/service won't do



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Marketing Mix



- Why will people buy from your business?
- How is this business different from the competition?
- How will customers find you?

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Business Feasibility

- Describe techniques used to determine feasibility (sell samples, surveys @ zoomerang.com, polling, market analysis)
- What materials, resources, support will be needed to further test the idea?
- Craft a clear statement on potential success

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Business Feasibility

- Describe techniques used to determine feasibility
 - sell samples
 - surveys @ zoomerang.com
 - polling
 - market analysis

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Promotion & Distribution

- Advertising Vs Listing
- Where are customers likely to look for or find your promotions?
- What value are you establishing?
- How will customers access your business?



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Promotion & Distribution

- How will you make buying and using the product easy & convenient for the customer?
- Who'll help get the product to market?



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Sales Forecasting

- Develop a 12-month Sales Forecast using the template
- Be reasonable and explain the projections briefly in the Plan
- Take seasonal and personal fluctuations into account

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Budget Development



- List Start-Up Costs
- List On-Going Expenses (Fixed & Variable)

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Budget Development

- Include:
 - starting inventory
 - equipment
 - transportation
 - shipping
 - rent
 - utilities
 - insurance
 - business services
 - taxes
 - licensing
 - communications

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Budget/Costing Research

- Make individual assignments
- Assemble cost estimates
- Discuss a rationale for pricing/sales forecasting based on research

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Budget & Breakeven

- Use the Consolidated Budget & Breakeven Templates
- Include costing data, sales projections, public & private support (SSA Work Incentives/VR)



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Plan Summary

- Write a brief wrap-up.
 - Discuss possible opportunities & limiting factors.
- Reinforce predictions of growth
- Be positive and thoughtful!

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Final Reports

Quick review of the business:

- Mission
- Marketing
- Challenges
- Growth Forecast



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