

HOW TO WRITE AN EFFECTIVE BUSINESS PLAN

The Business Plan is the manual that guides the company's daily operation and activity towards the goals and objectives that have been established. The plan answers the - who, what, when, where, how and whys of your company. Who are you? What are you going to do? Where are you going to do it? When are you going to do it? How are you going to be successful? Why does this make good business sense? You will learn what data is required to write your plan, review the techniques used to acquire it, and how to use this data to establish realistic goals and objectives. Instructional handouts, sample plans and business development material will be distributed to all seminar participants. This program is being ...

Presented by

William Brydia. Bill is an electrical engineer and has been president, chief executive officer and chief operating officer of start-ups, turn-a-rounds and high-growth organizations. He has worked for domestic and foreign firms producing metrology, test and measurement products, and other capital equipment. He has also held sales management positions with Fortune 500 companies and currently consults on a part-time basis for previous employers and selected clients. Bill joined SCORE in 1999 and had been Chapter chairman for five years.

Highlights (Teaching Points) Of This Seminar

- **Research – its importance, sources and usages**
- **Target marketing using demographic profiles of customers**
- **Types, styles and uses of an effective business plan**
- **Format and content of the business plan acceptable to the SBA and local banks**
- **Cash Flow Management**
- **How to win against competition**
- **The importance of a good marketing strategy to give the best return on investment**

WHEN ... Often from 9:30AM to 12:30PM on Saturdays, although abbreviated versions are also offered at night at several of our local libraries.

WHERE ... This program is being presented in both Pasco County and Hernando County. Specific times and locations may be found by calling the SCORE office at 1-727-842-4638, or by logging on to www.score439.org/Seminars.

Excellent handouts are provided to all participants; thanks to our sponsoring banks and libraries, there is no longer any fee for this course. Pre-registration is desired by signing up on our website (www.score439.org). This program is available to the general public. Please dress comfortably.