

Thank you for your business plan purchase. This is the most up to date version with the latest industry analysis.

Getting Started

All our files are designed to work with your personal computer's Microsoft Word, Adobe Reader and Excel Spreadsheet programs. Simply double click on the file that you would like to work on and it will open directly into the proper program.

NOTE: The executive summary should be saved for last, as it requires information from your entire completed business plan.

1.) **The file named: "financials.xls"** Plug in your numbers on the lines where applicable. And calculate the totals to get your financial projections.

Then make a duplicate copy of the Financials.xls document and change your revenue and expense assumptions to indicate the worst-case scenario to see if your business can survive the hard times.

2.) Edit the text (Microsoft Word files) in the following order.

1.) **Coversheet and Company Description.** First insert the name of your Business, Company, Partnership, etc. on the coversheet page, print it up and slide it into the front of a 3-ring binder.

***You can automatically add in your business' name throughout the entire document** by clicking the "edit" link at the top of Microsoft Word, then selecting "Replace" from the drop down menu. In the "find what" box type in the current company name and in the "replace with" box type in your business' name. Then click the "replace all" button and you're done.

You can also do this for the company owner's name. Then edit the remaining business description to fit your needs.

- 2.) **Products and Services.** Customize to fit your situation and delete products and/or services you won't offer.
- 3.) **Marketing Plan.** Update the numbers to reflect those in your financials. Call for pricing quotes for local media and advertising. Also update the location information for your business. You can do this using the find and replace feature in Microsoft Word as discussed earlier.
- 4.) **Operational Plan.** Plug in your business' location and suppliers.
- 5.) **Management and Organization.** Use our format to plug in details regarding your situation and experience.
- 6.) **Personal Financial Statements.** Add in your personal stats.
- 7.) **Startup Expenses and Capitalization.** Fill in your business' details.
- 8.) **Financial Plan,** by now you will have probably changed your financial statements/ numbers several times as you continued to edit the text in each of the above chapters. Now that you have finished all chapters pertaining to revenues and expenditures you can add the final numbers from the **Financials.xls** file to your Financial Plan chapter.

3.) The Executive Summary. Fill in the details from the Financial Plan and Company Description keep this section as brief as you can, it should be a 3 – 5 minute read.

Good Luck and please let us know how you are doing, or how you did. We are always interested in any feedback and thank you for purchasing this business plan.