



(Business Plan)

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(MBA)

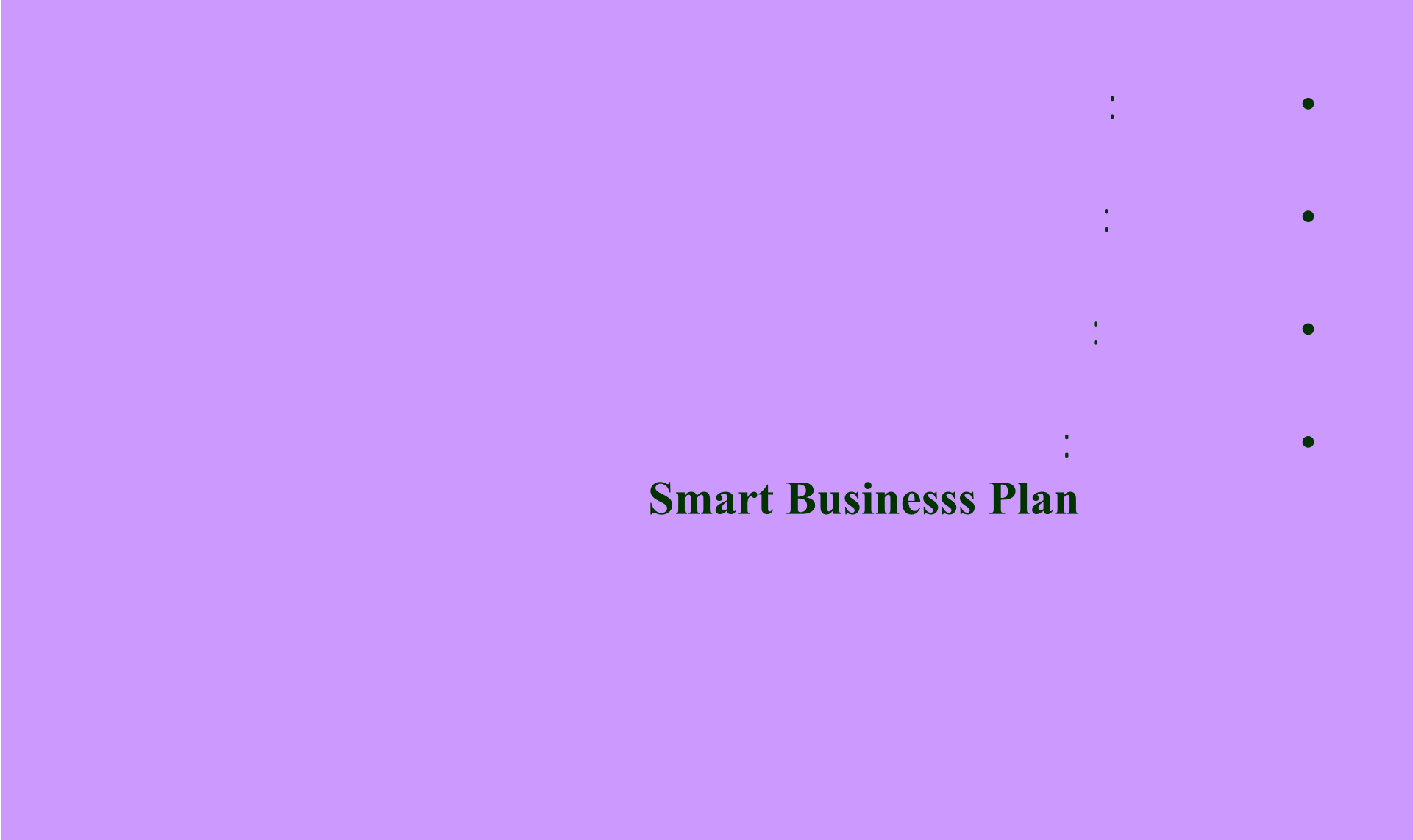
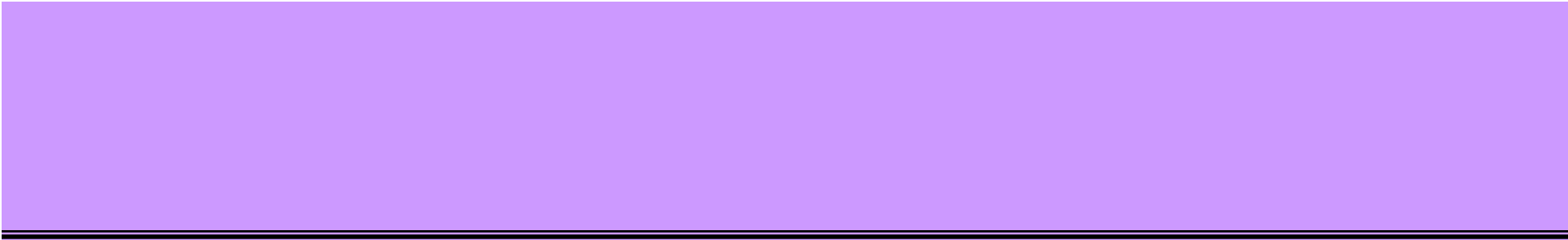
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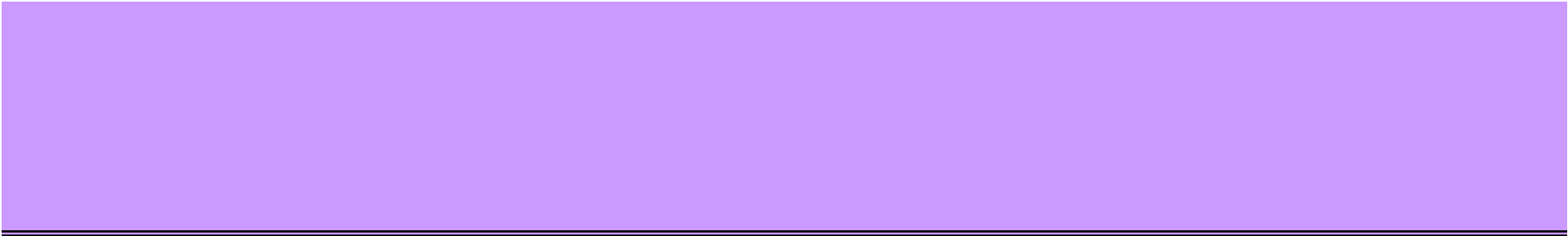


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Smart Businesss Plan

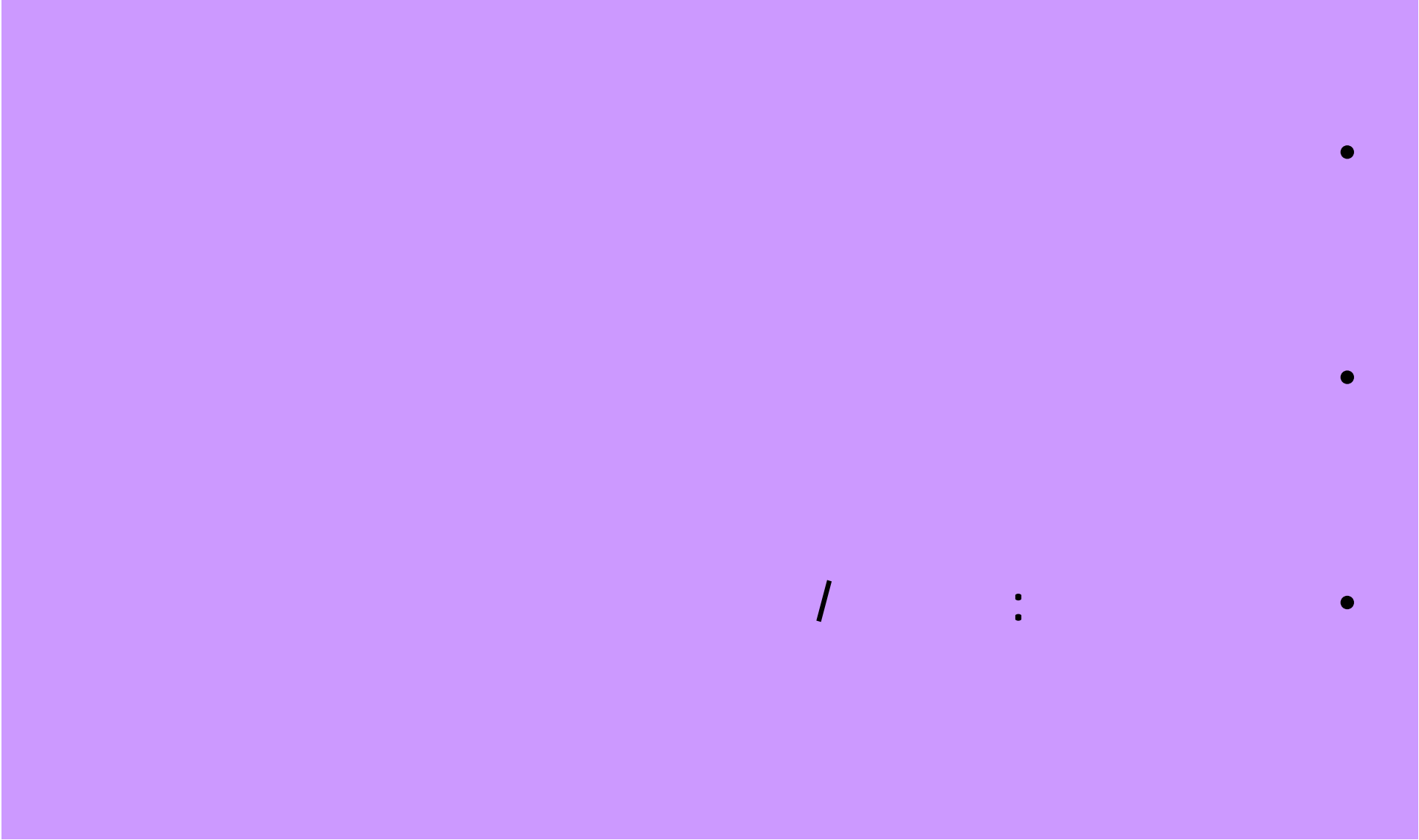
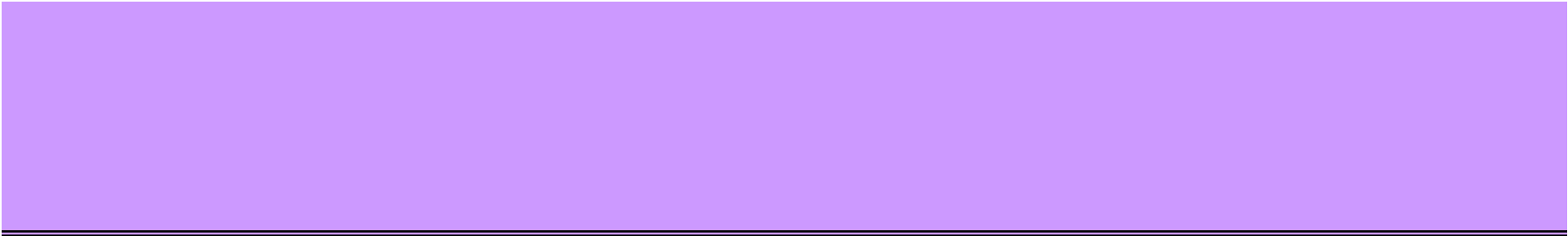
مقدمه





Business Plan Targeting

Audience	Issues to Emphasize	Issues to De-emphasize	Length
Investor	Fast growth, potential large market, management team	Assets	20 – 40 pages
Strategic Partner	Synergy, proprietary products	Sales force, assets	20 – 40 pages
Banker	Cash flow, assets, solid growth	Fast growth, hot market	10 – 20 pages
Large customer	Stability, service	Fast growth, hot market	20 – 40 pages
Key employees	Security, opportunity	Technology	20 – 40 pages
Merger & acquisition	Past accomplishments	Future outlook	20 – 40 pages



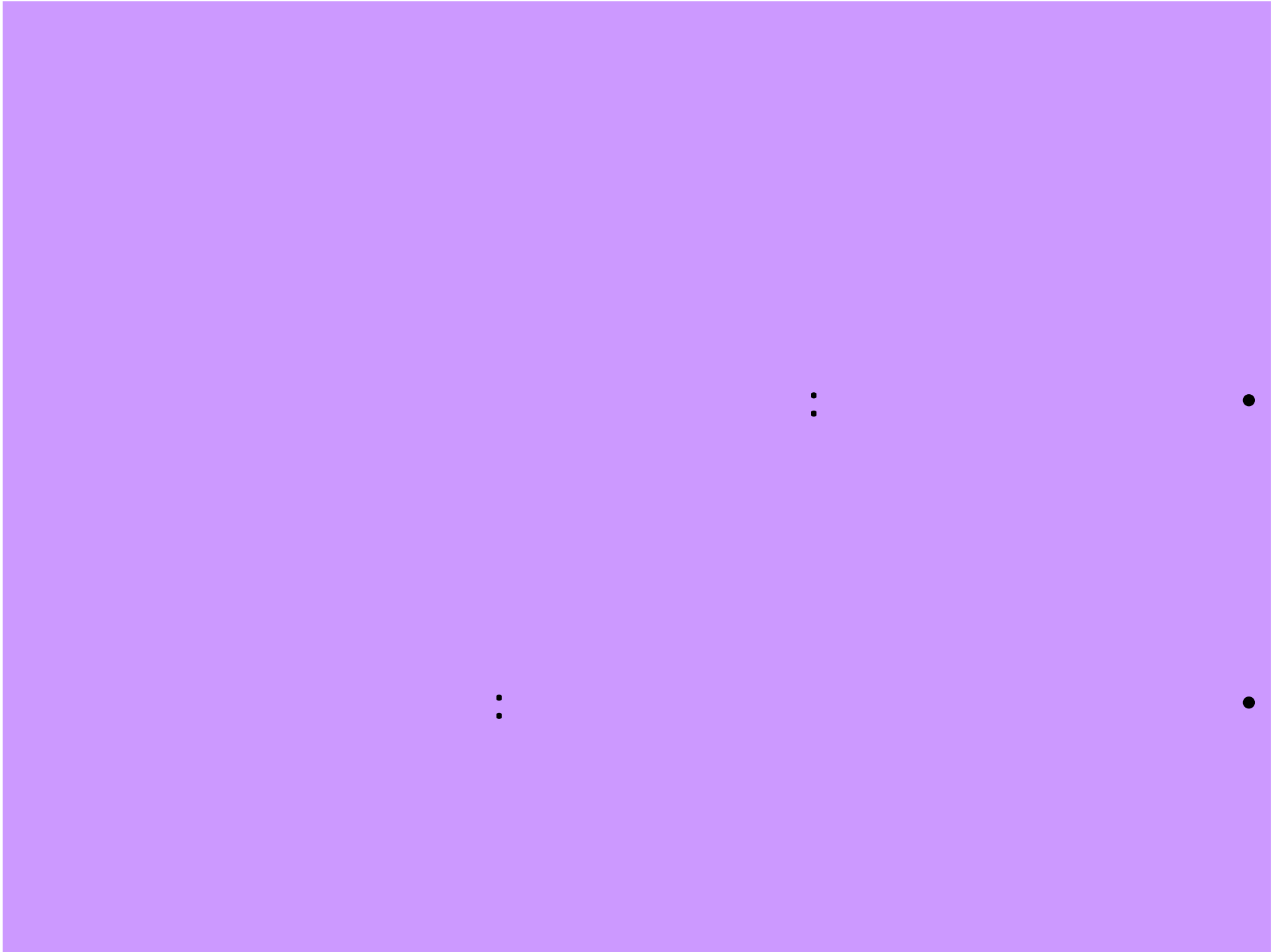
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Qualitative ← Advertising → Quantitative

1 Table of Contents

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2 Marketing Plan

Advertising

Global Trade Magazine: Circulation 65,000
716-478-6600 1/4 page ad, 3 lines

James Henson
P.O. Box 532-A
Jawaspert, MI 48432

Planned for:
July, Aug, Sept

Cost:
(over 3 mo. advance)
April - \$1796
May - \$1796
June - \$1796

Requires camera-ready with ad placement
Expected revenue return: \$23,000

3 Supporting Documents

Global Trade Magazine 1996 Advertising Rate Sheet

Space	1x	2x	3x	4x
Classified	\$100/mo.	\$150/mo.	\$200/mo.	\$250/mo.
1/4 Page	\$1000	\$1796/mo.	\$2492/mo.	\$3188/mo.
1/2 Page	\$1992	\$3592/mo.	\$4984/mo.	\$6376/mo.
1/4 Page	\$220	\$390/mo.	\$520/mo.	\$690/mo.

Camera-ready art. Excludes air. All documents published with advertising for multiple months unless agreed in writing.

4 Financial Documents

A Pro Forma Cash Flow Statement

Projected for 1996	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Beginning Cash Balance												
Cash Receipts												
Total Cash Available												
Cash Payments												
- Cash Paid to Vendor												
- Cash Paid to Goods												
Variable Expenses												
1. Advertising				1796	1796	1796						
2. Commissions												
3. Freight												

B Quarterly Budget Analysis

Business Name: ABC Company For the Quarter Ending: June 30, 1996

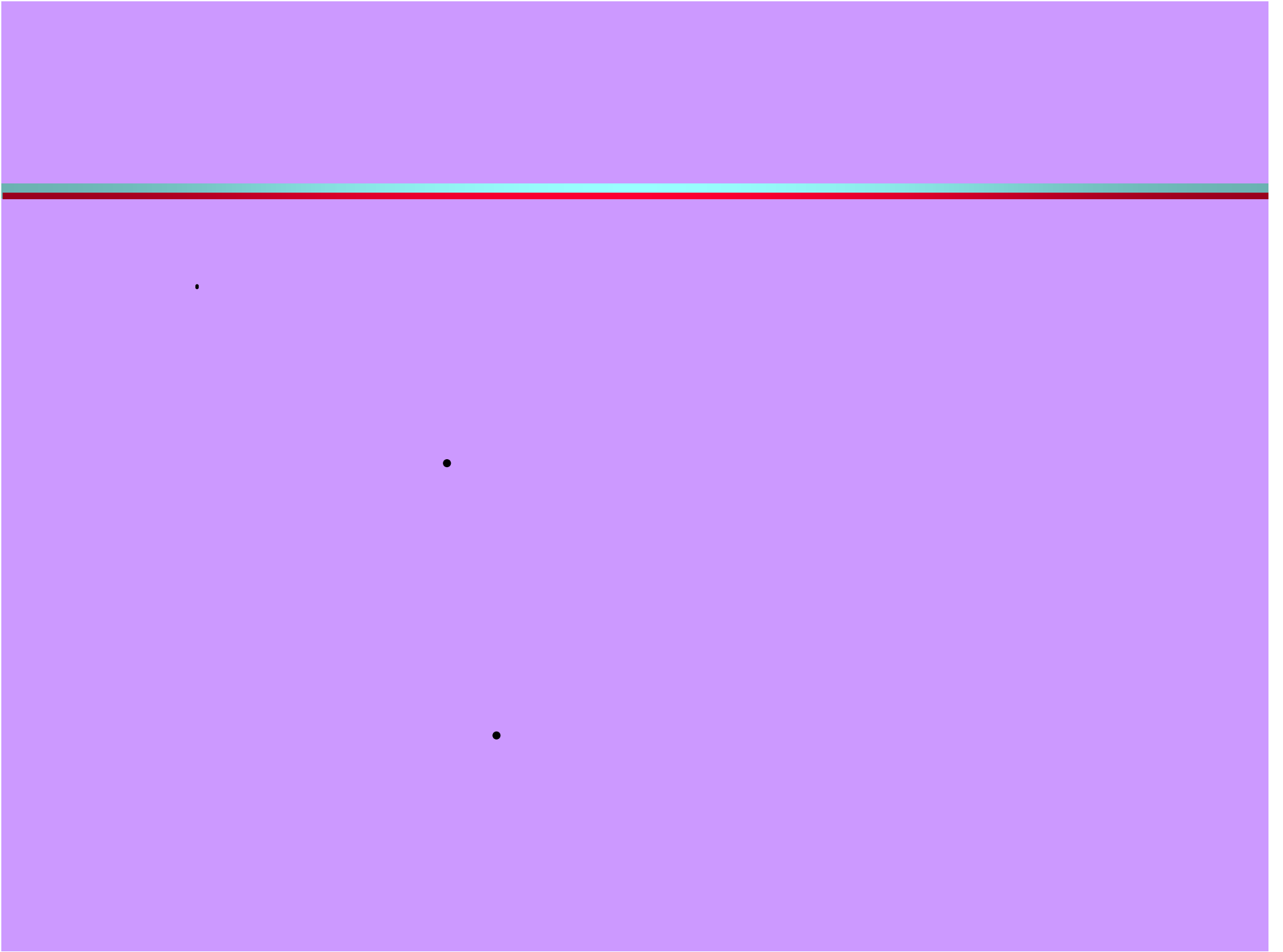
BUDGET ITEM	THIS QUARTER			YEAR-TO-DATE		
	Budget	Actual	Variance	Budget	Actual	Variance
SALES/REVENUE						
Less Cost of Goods						
GROSS PROFITS						
EXPENSES						
Variable Expenses						
1. Advertising	\$5,388			\$5,388		+ TM CR
2. Commissions						
3. Freight						

C Three-Year Income Projection

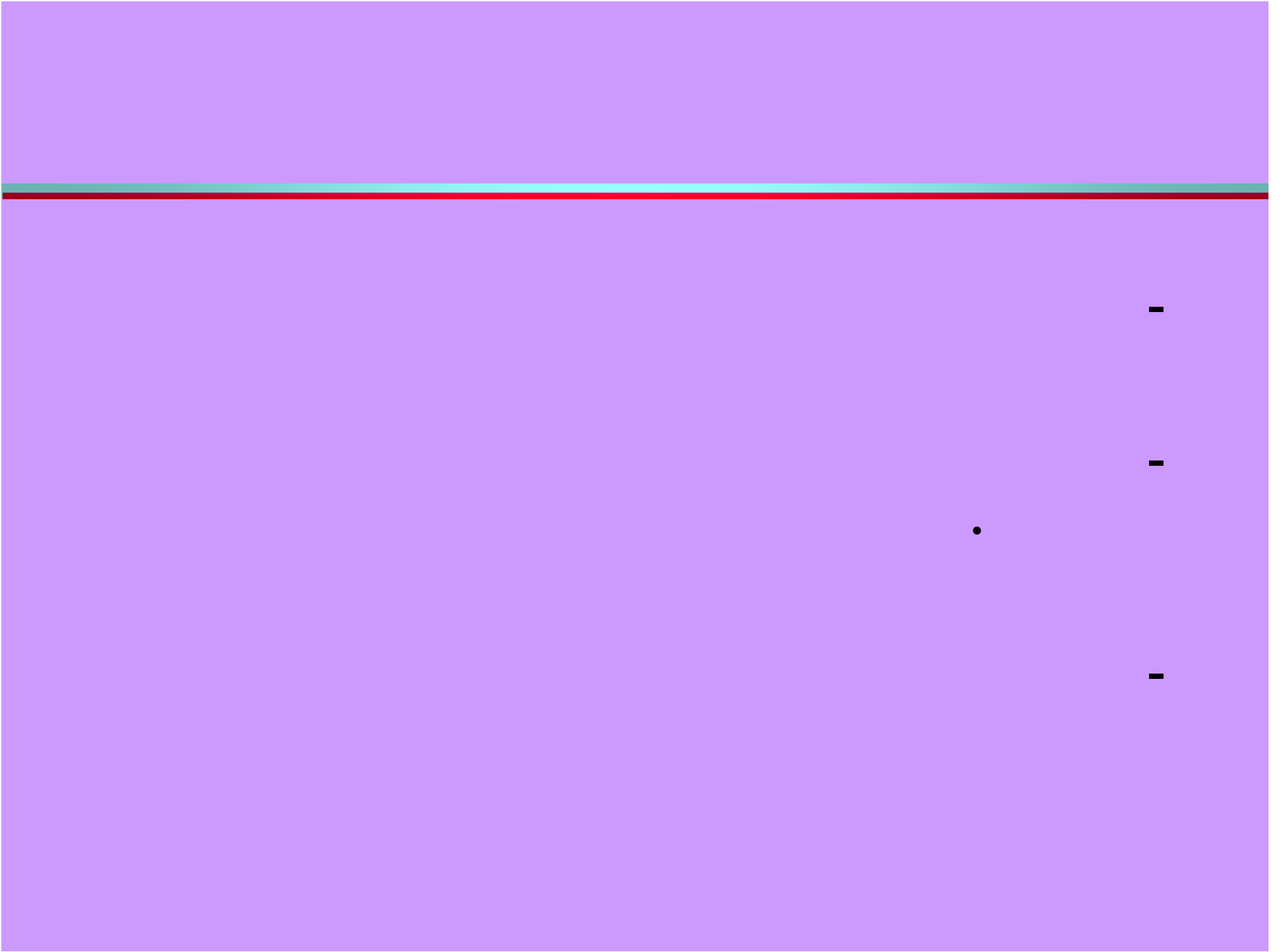
Business Name: ABC Company

	Year 1 1996	Year 2 1997	Year 3 1998	TOTAL 3 YEARS
SALES/REVENUE				
Less Cost of Goods				
GROSS PROFITS				
EXPENSES				
Variable Expenses				
1. Advertising	\$5,388 + Other 1/4p Advert. Exp.			\$5,388 + Other 1/4p 1997 & 1998 Advert. Exp.
2. Commissions				
3. Freight				











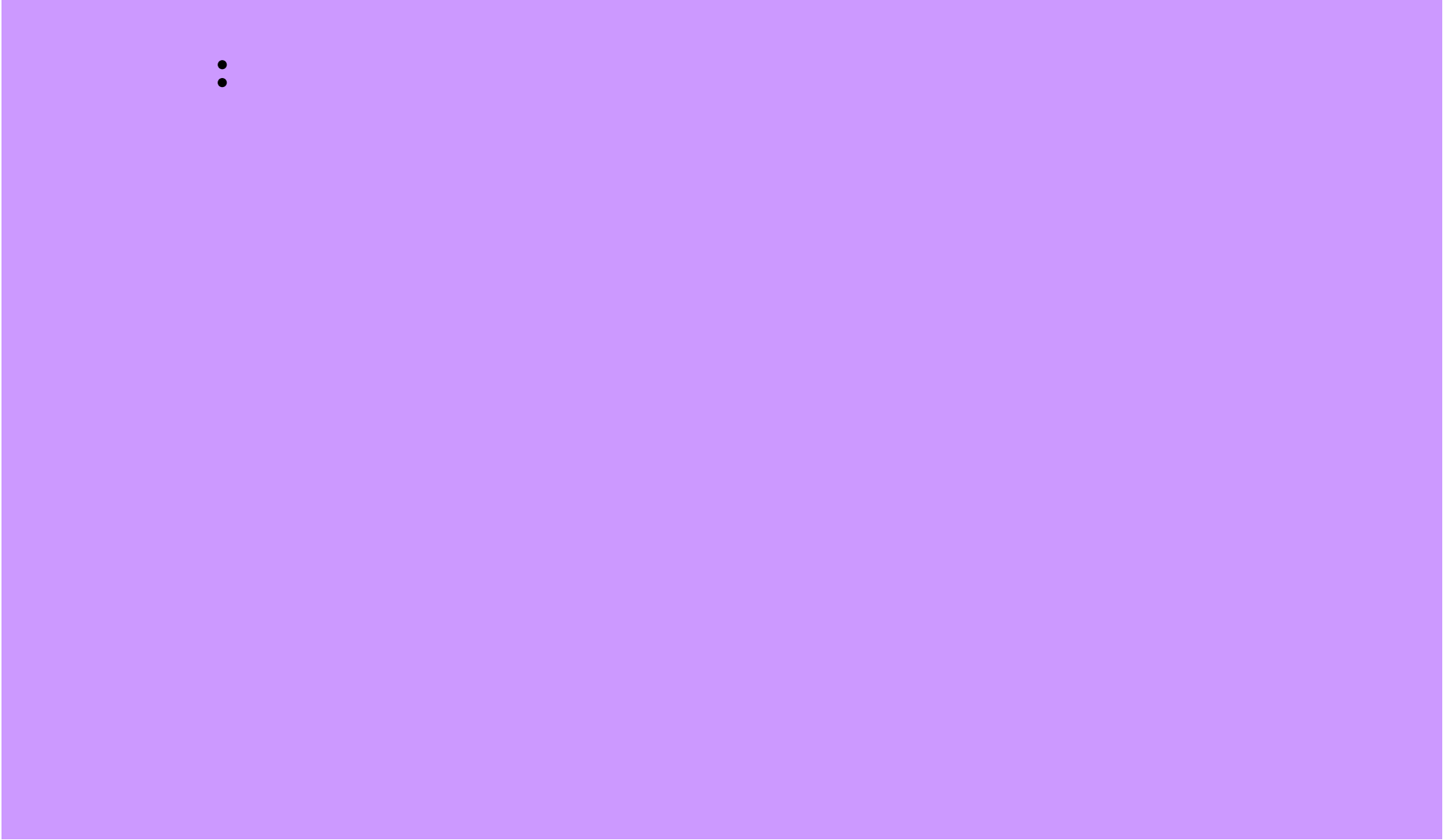
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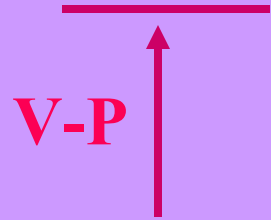
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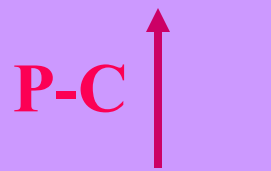
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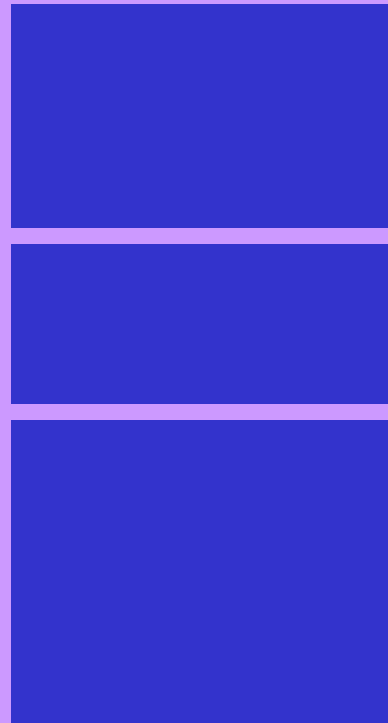
Value



Price



Cost



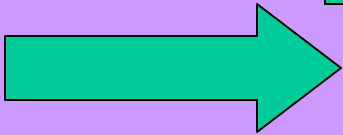
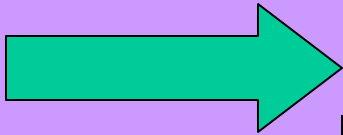
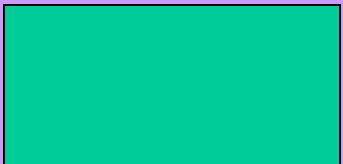
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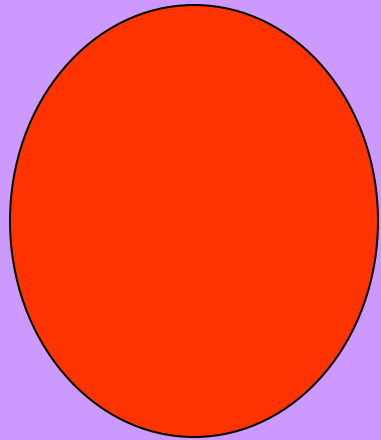
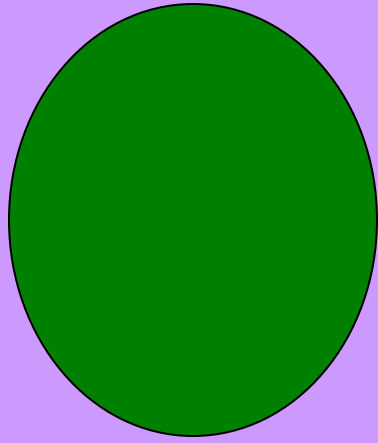
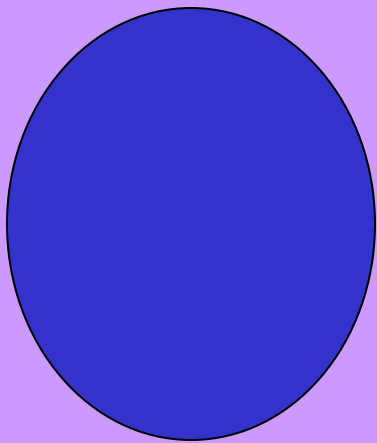
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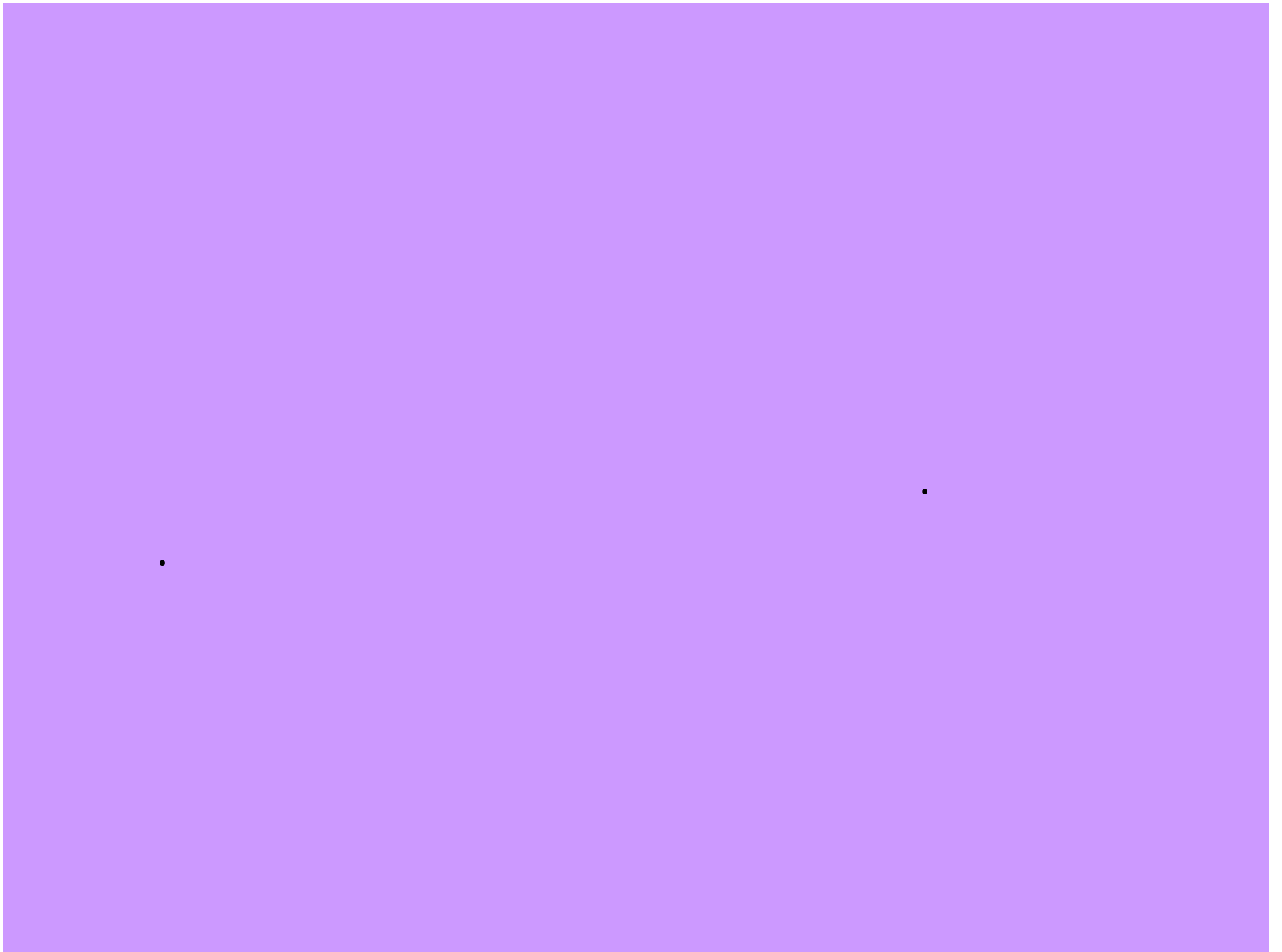
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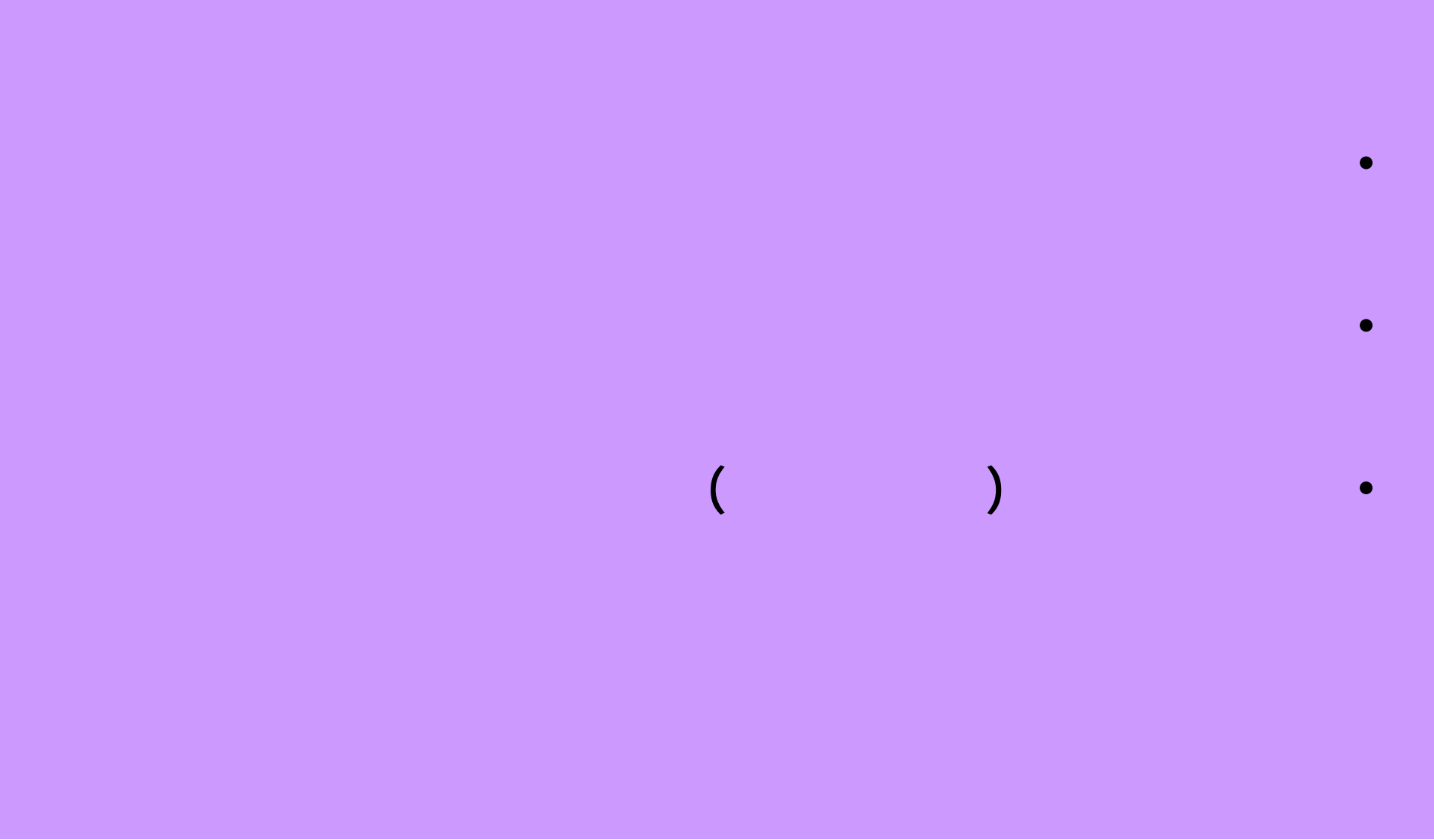
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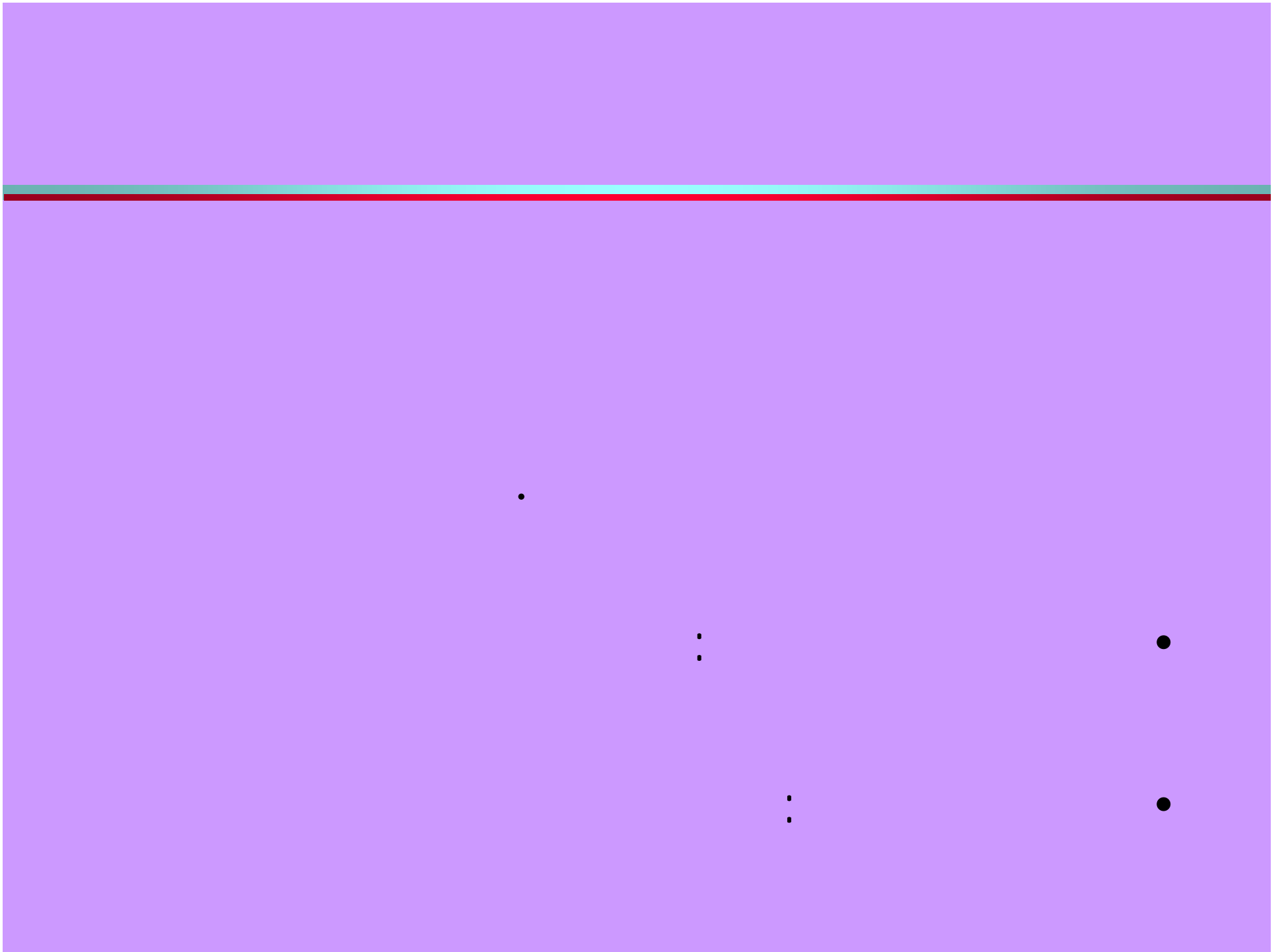
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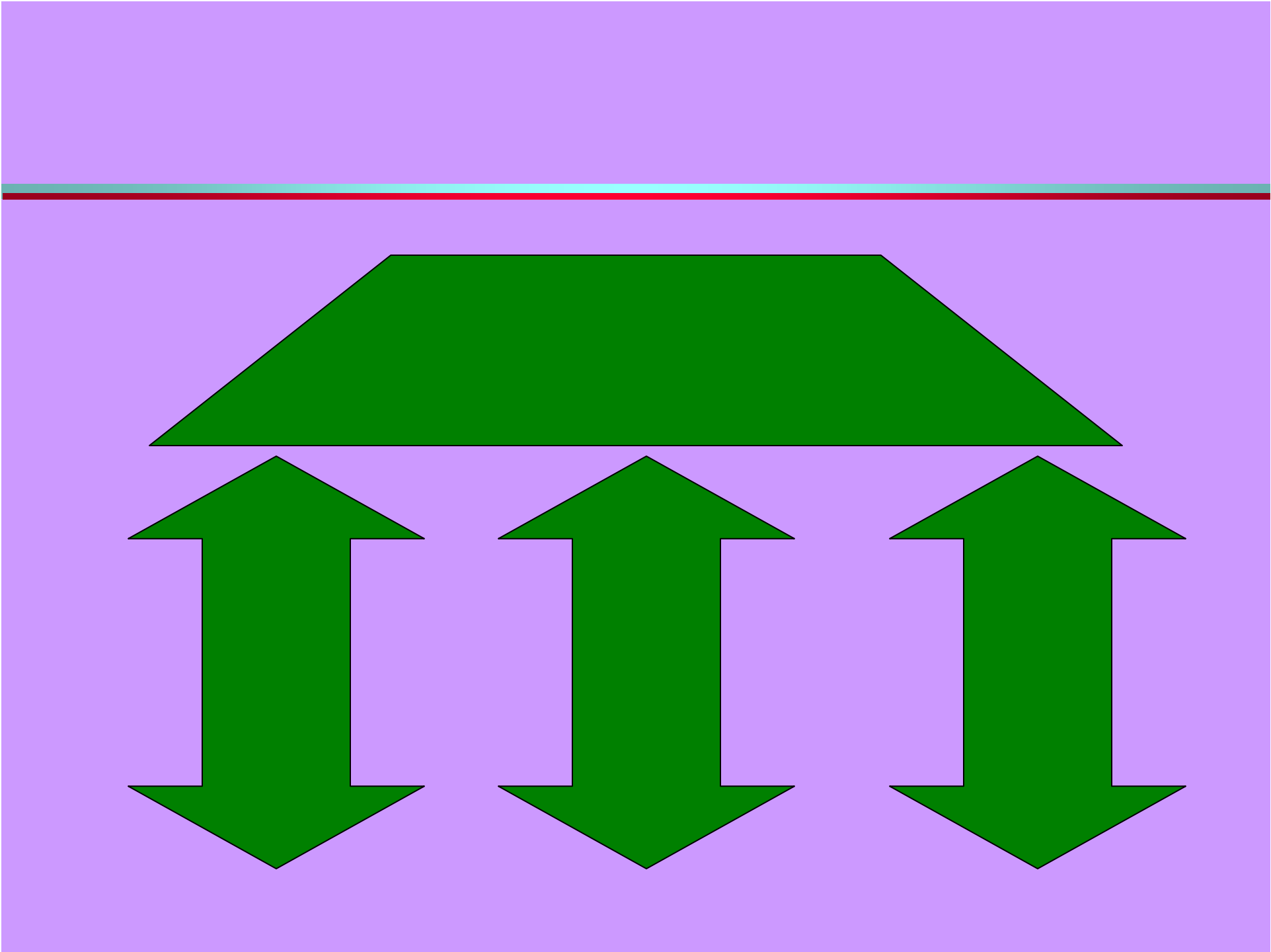
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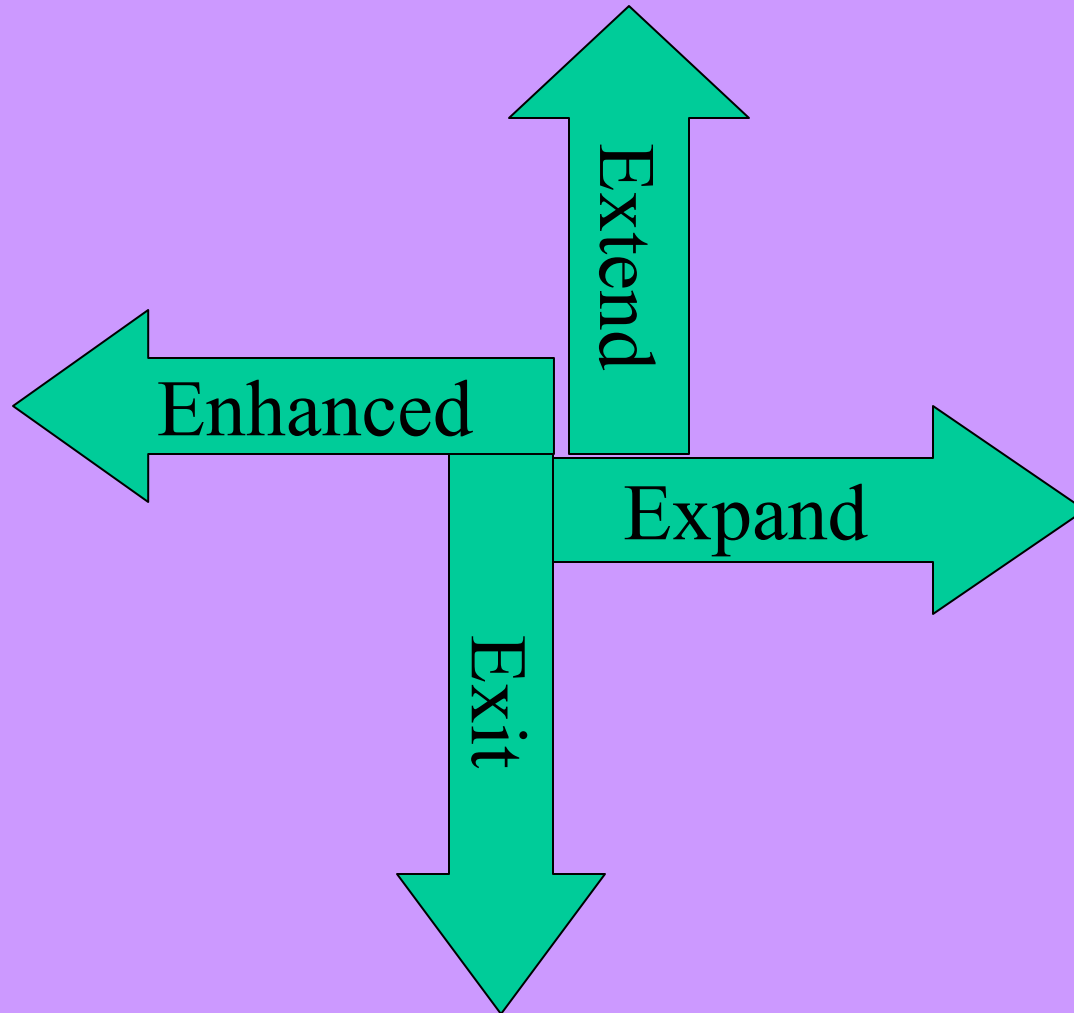
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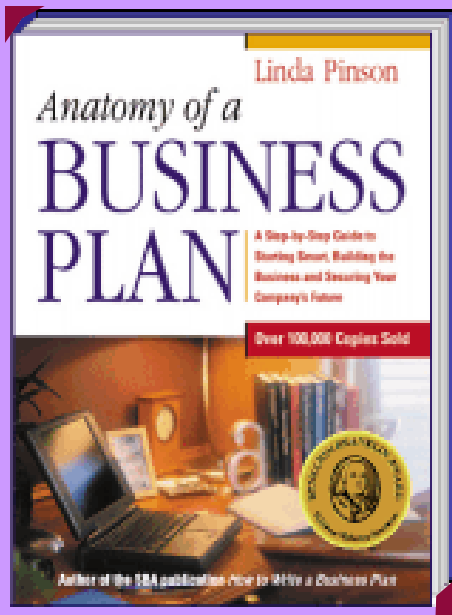
- eBay

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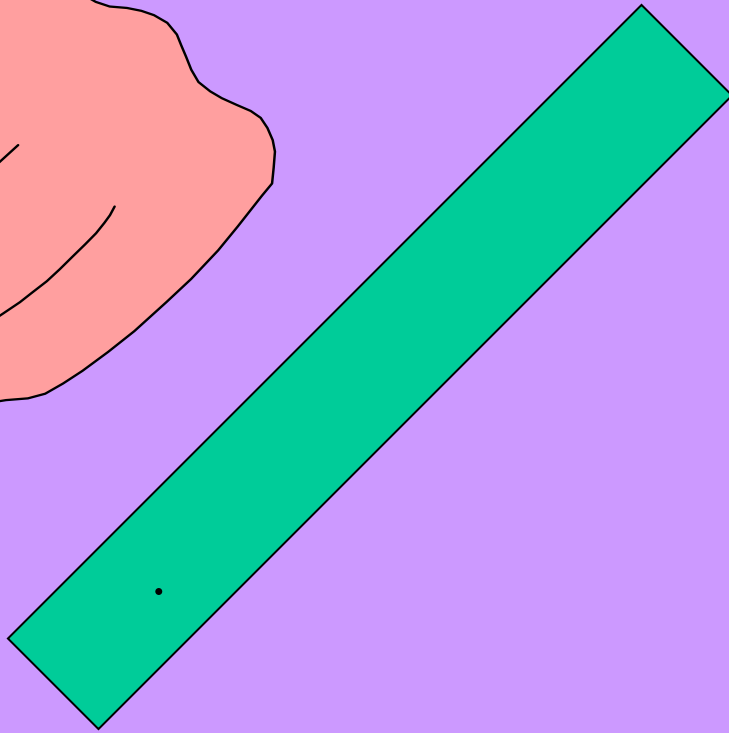
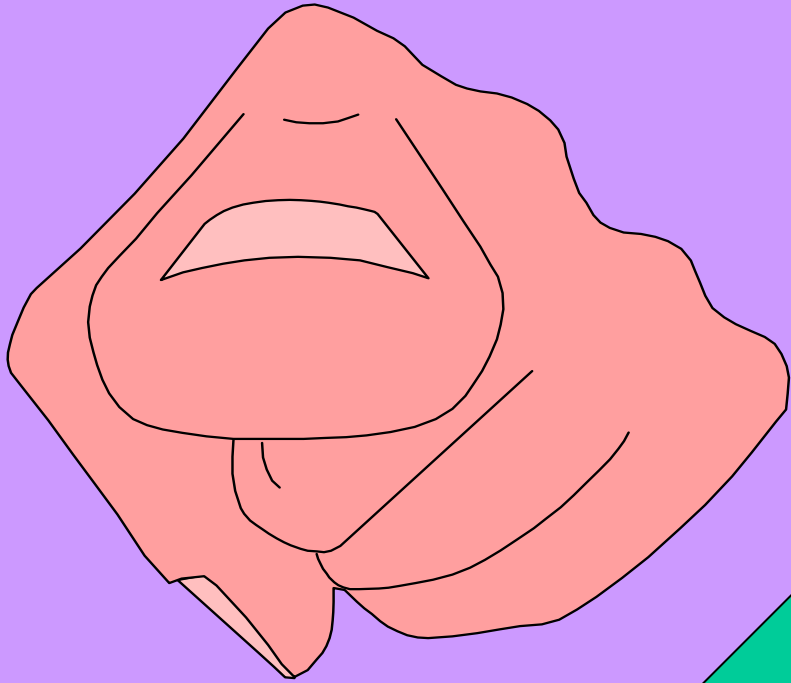




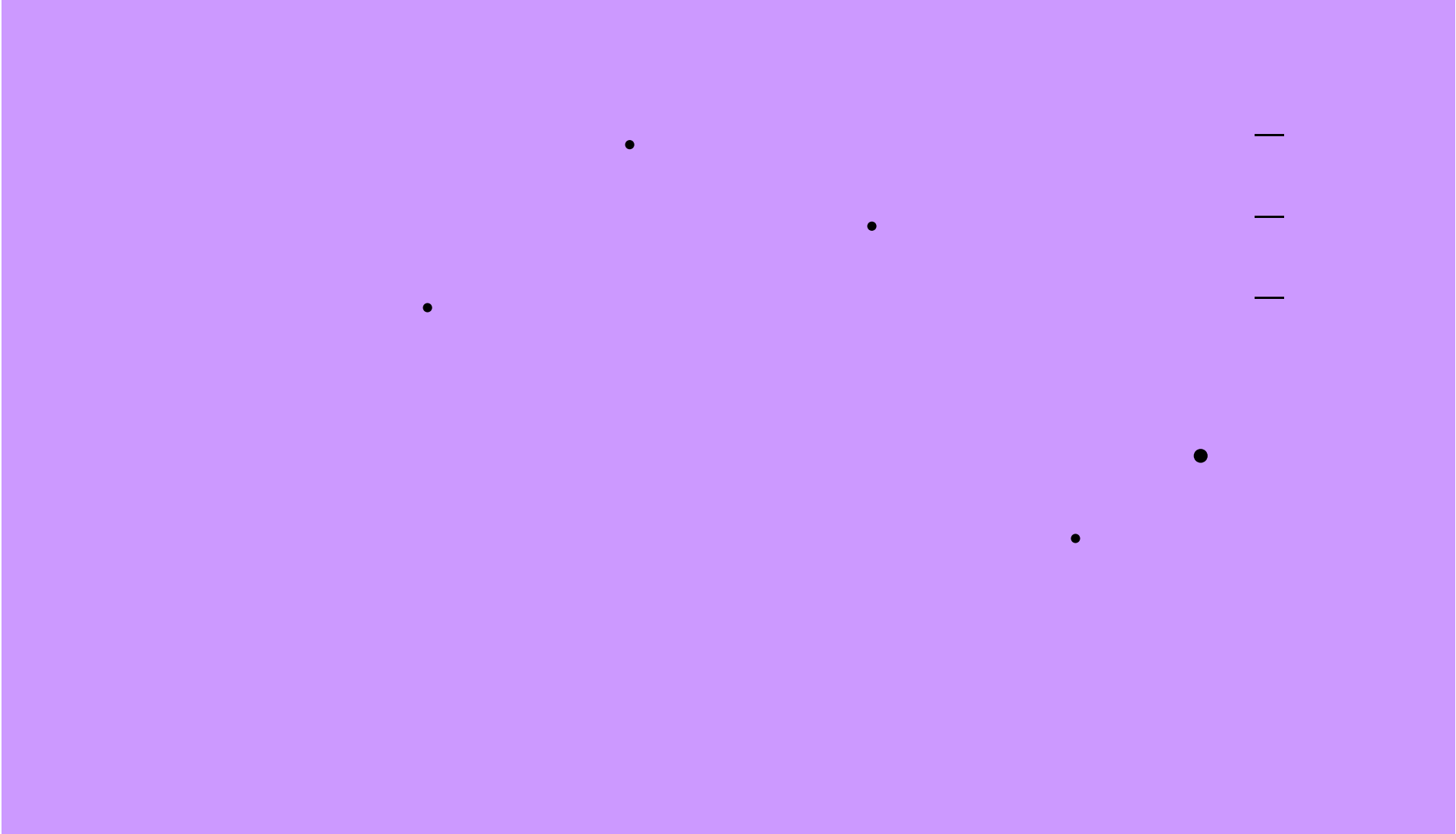


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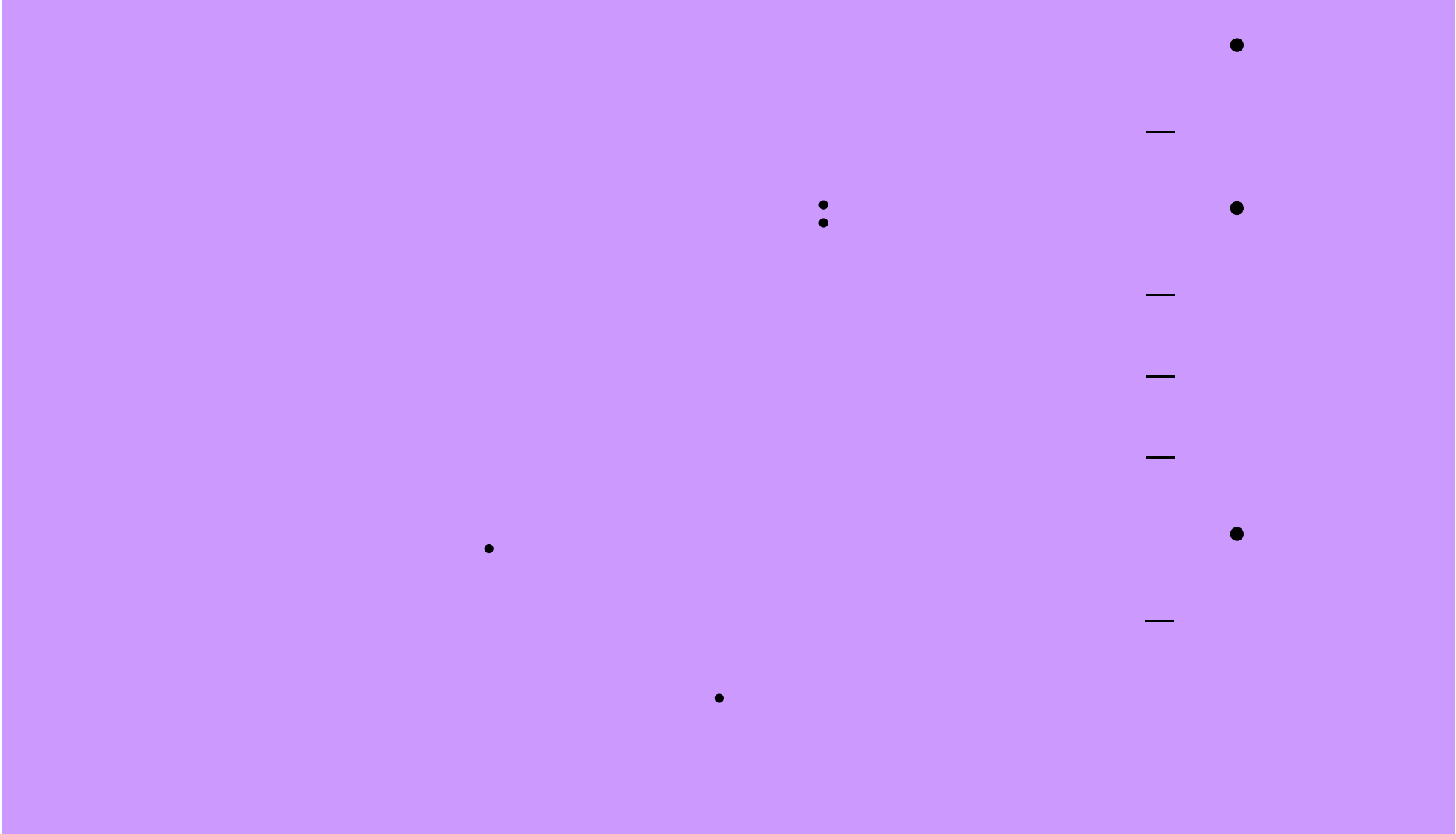
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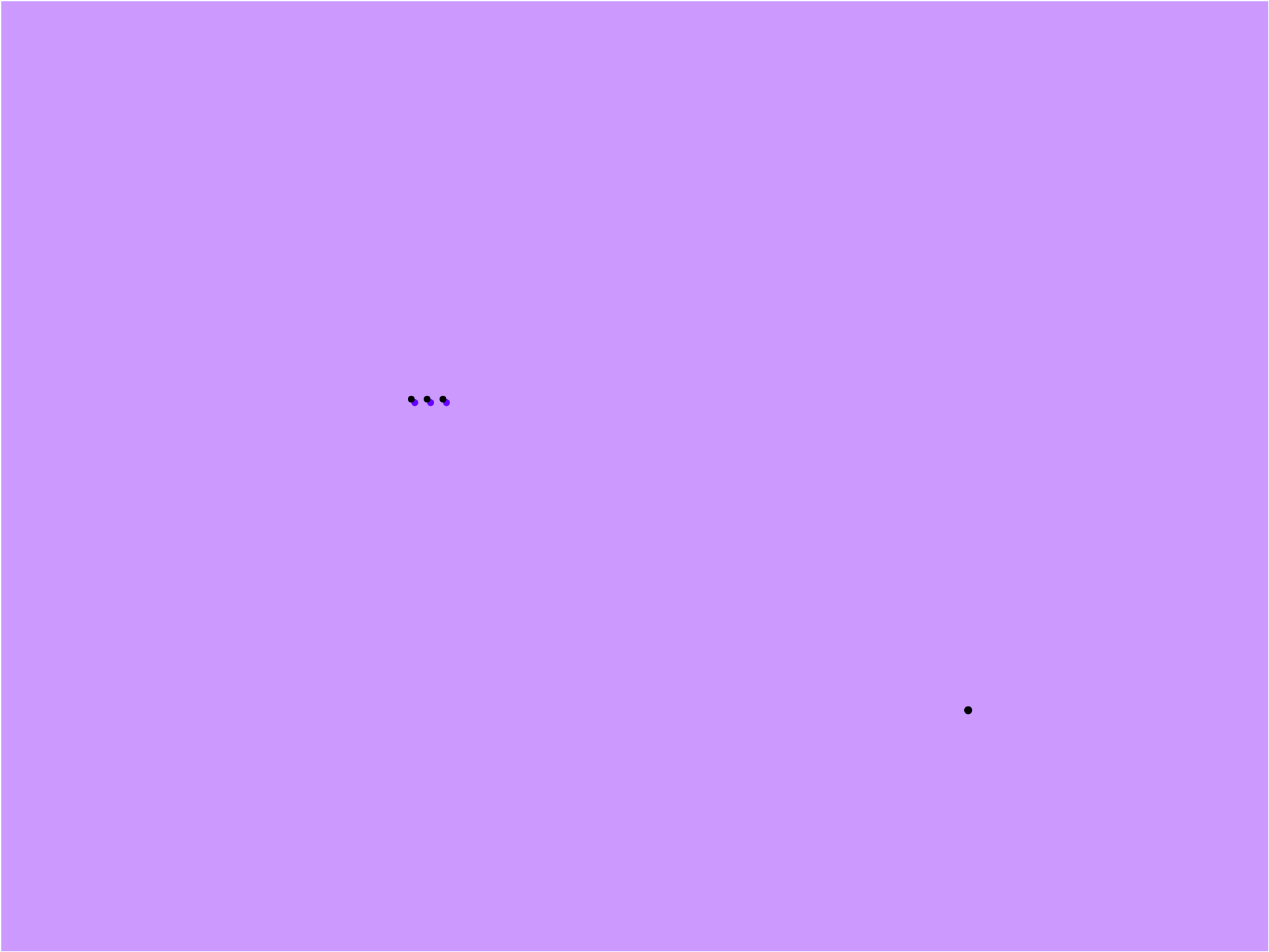
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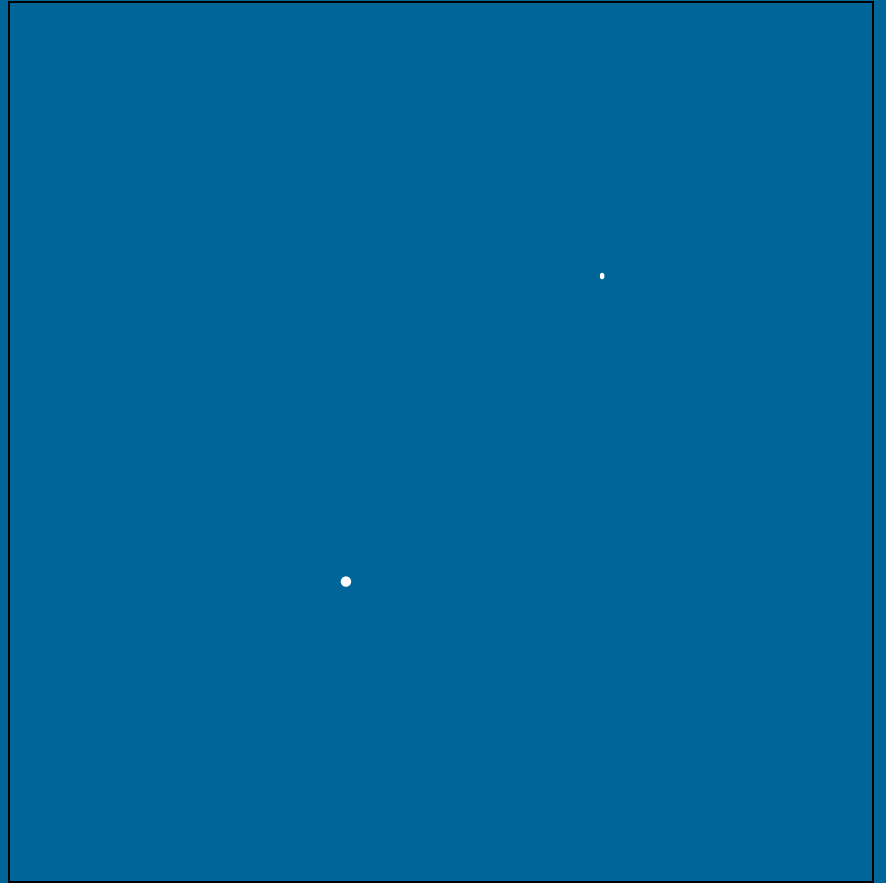
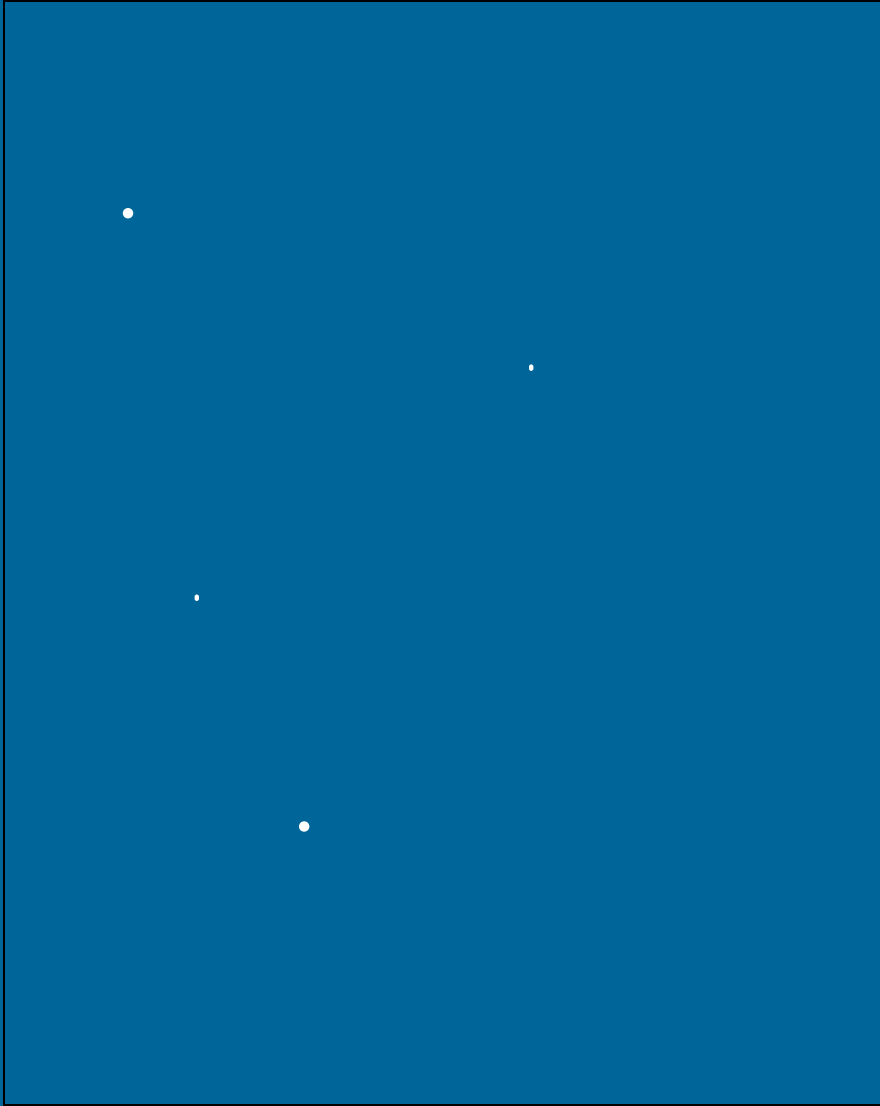
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Our mission as a site is to pass on our knowledge of technology security to those who need it most: the modern computer user.

A team of dedicated experts are online ready to answer any questions you may have regarding the security of your personal computer. The staff at Virus Scan Software have access to all of the market leading software in this area, and are sufficiently experienced to recommend the right solution for anyone, whether you are looking to protect your home computer or a network of computers relied upon by your entire staff.

WinMill Software is a premier resource for technology services . We provide digital solutions tailored to our clients' specific business needs, whether they are building new information systems, enhancing legacy systems, training their workforce on-line and in the classroom, or taking thousands of product orders over the Internet. We support the entire technology lifecycle, and we remain dedicated to providing exceptional service by building systems that make our clients more competitive. We not only deliver and implement strategies and solutions, but we also transfer knowledge to our clients that will enable them to maximize their existing skills and resources.





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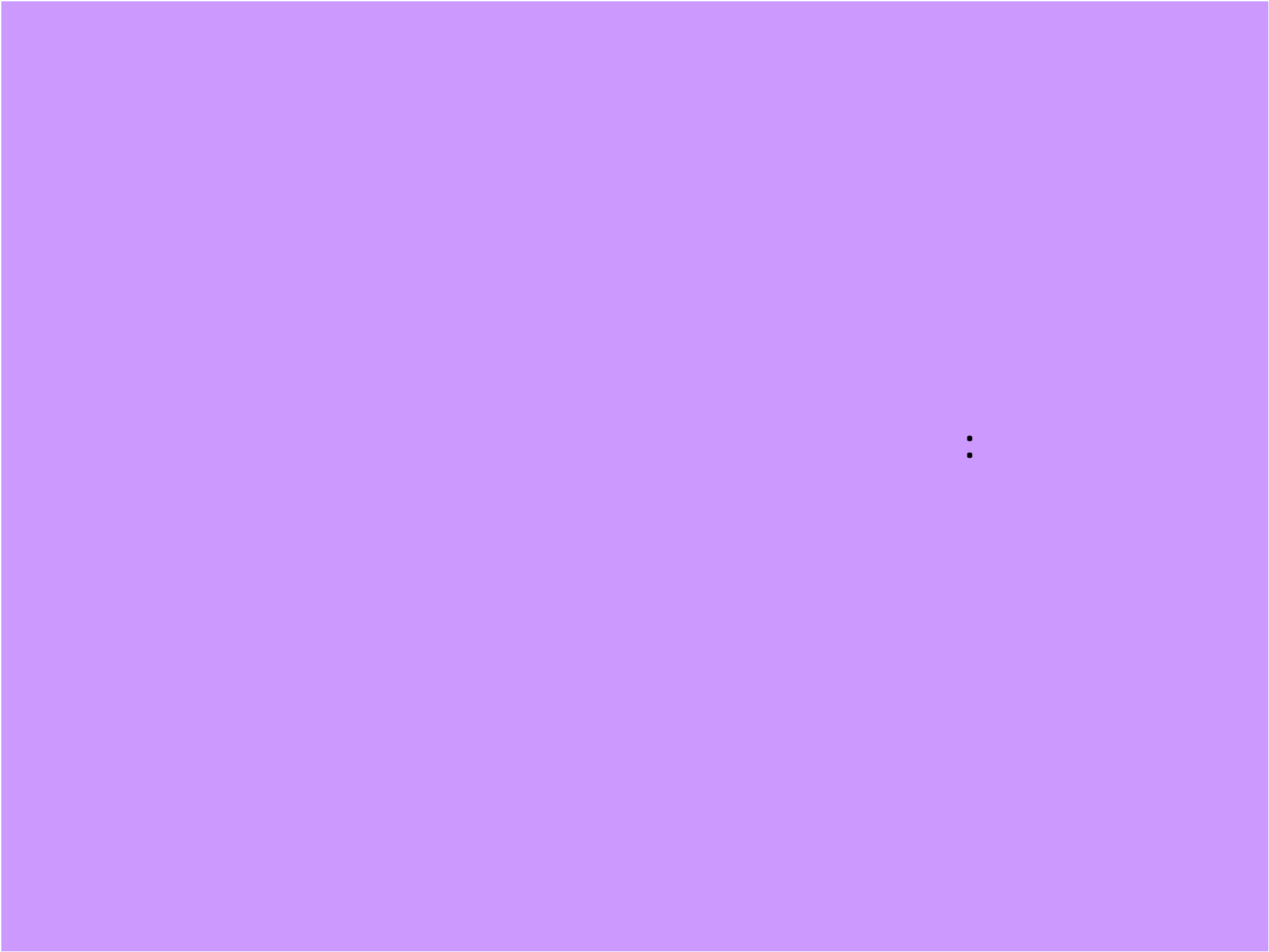


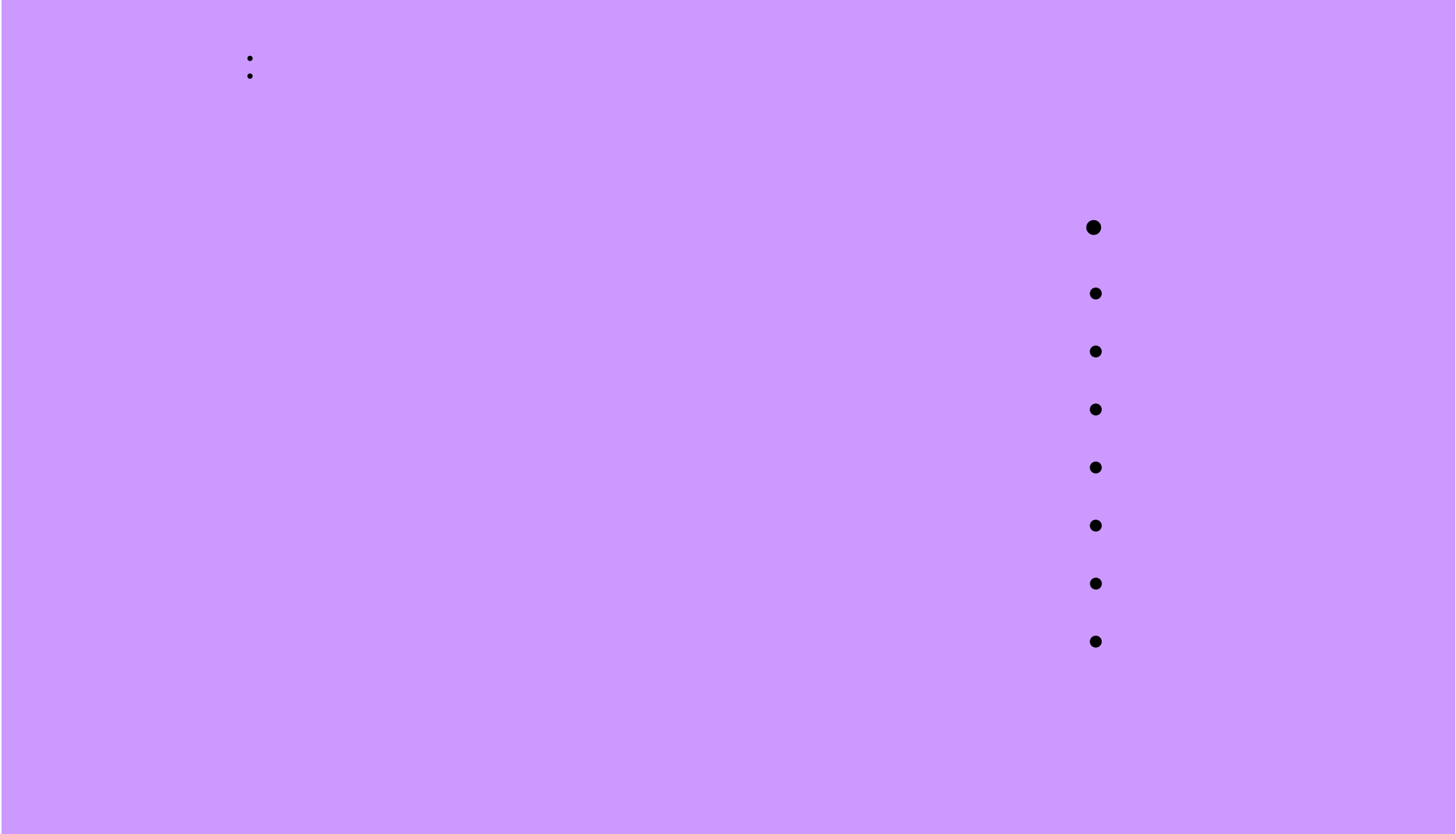
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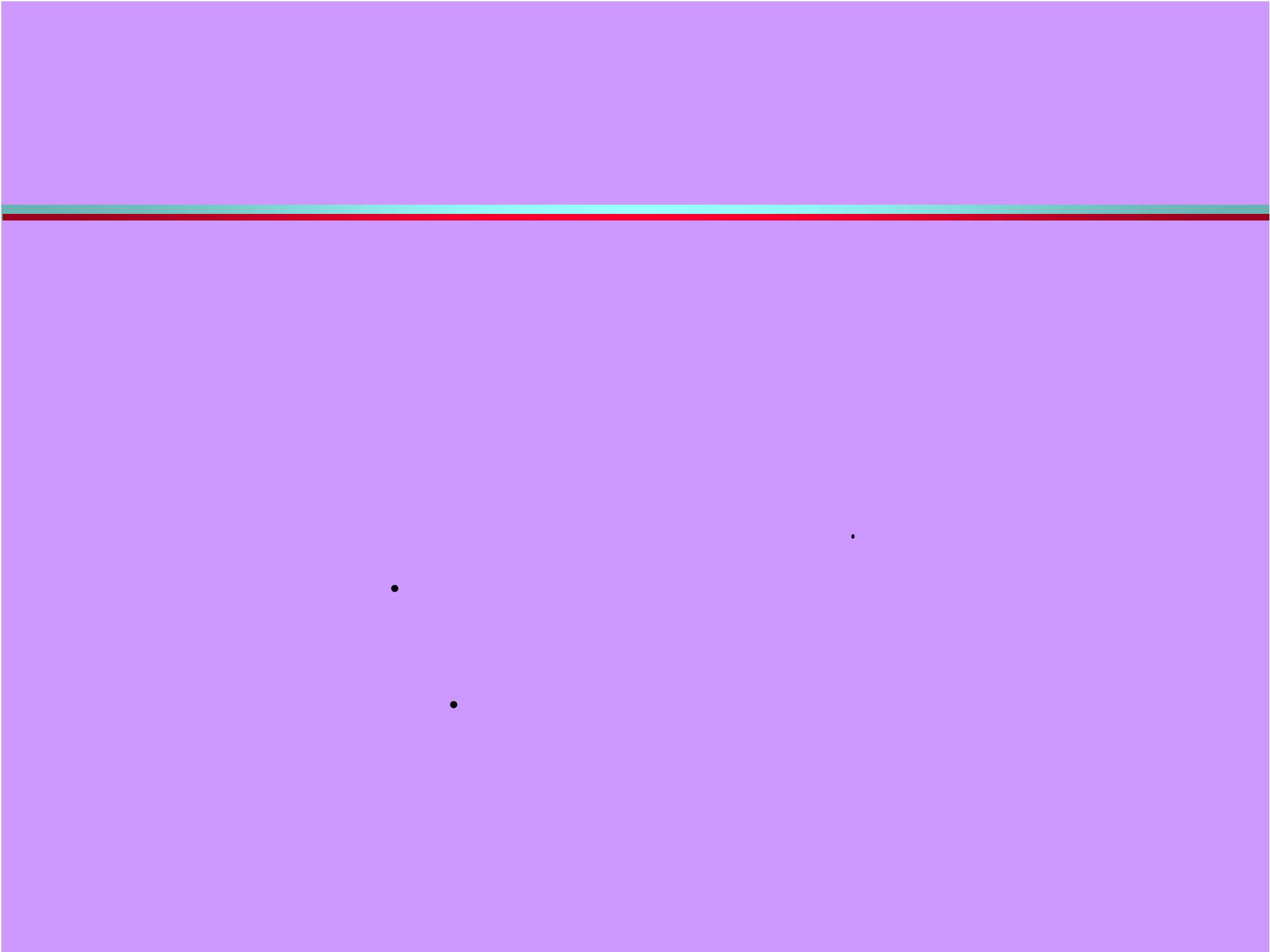
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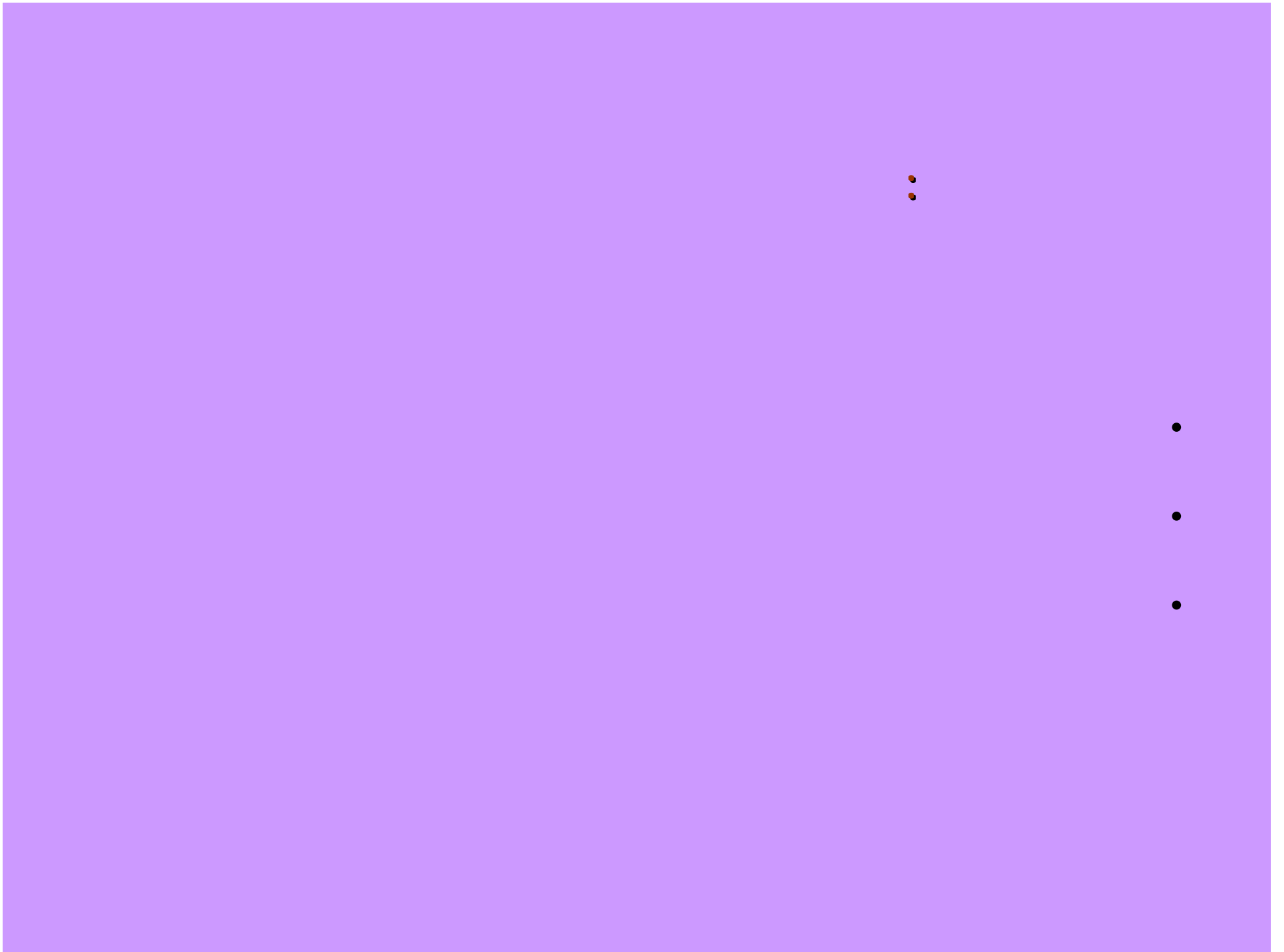
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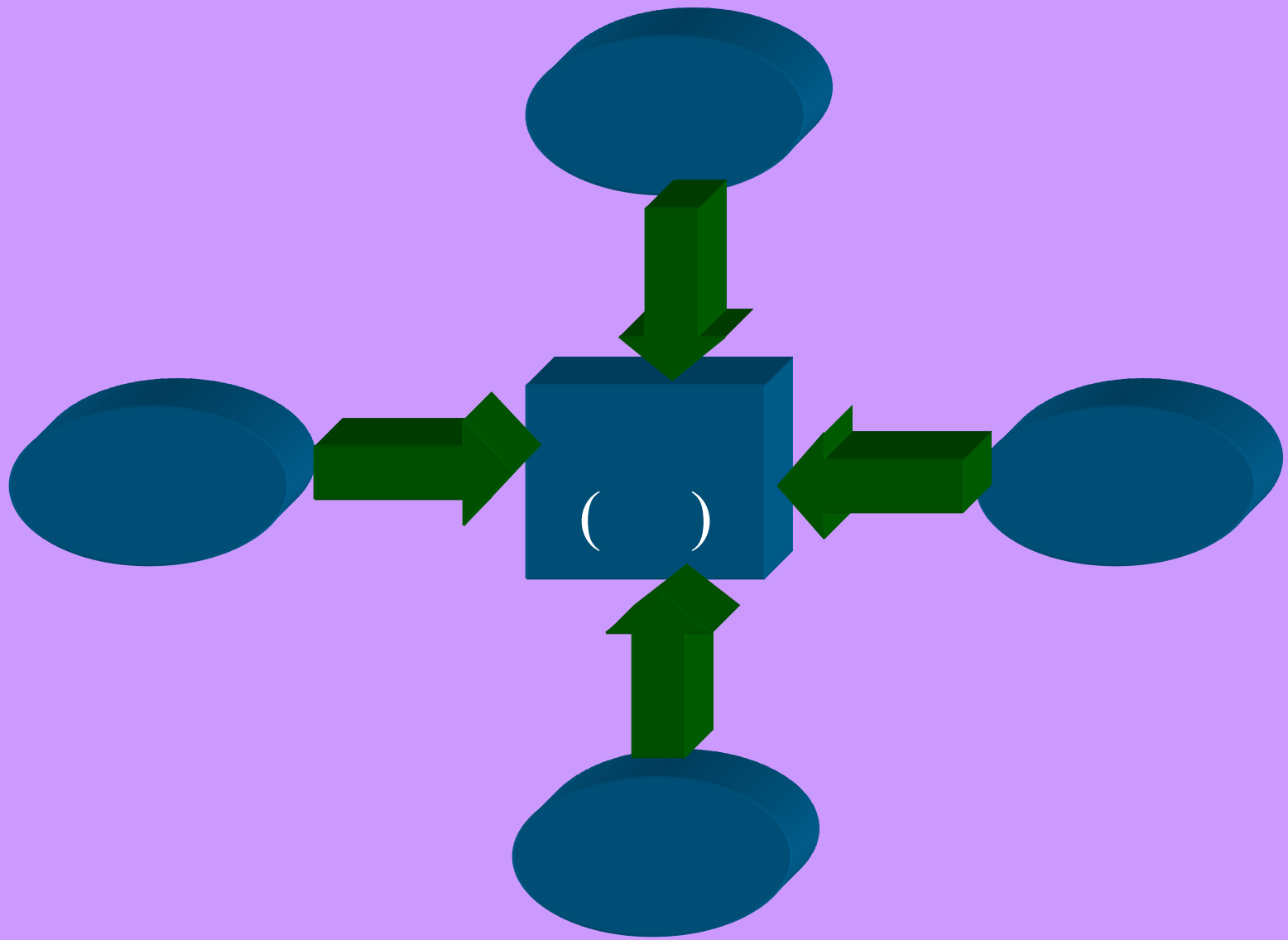


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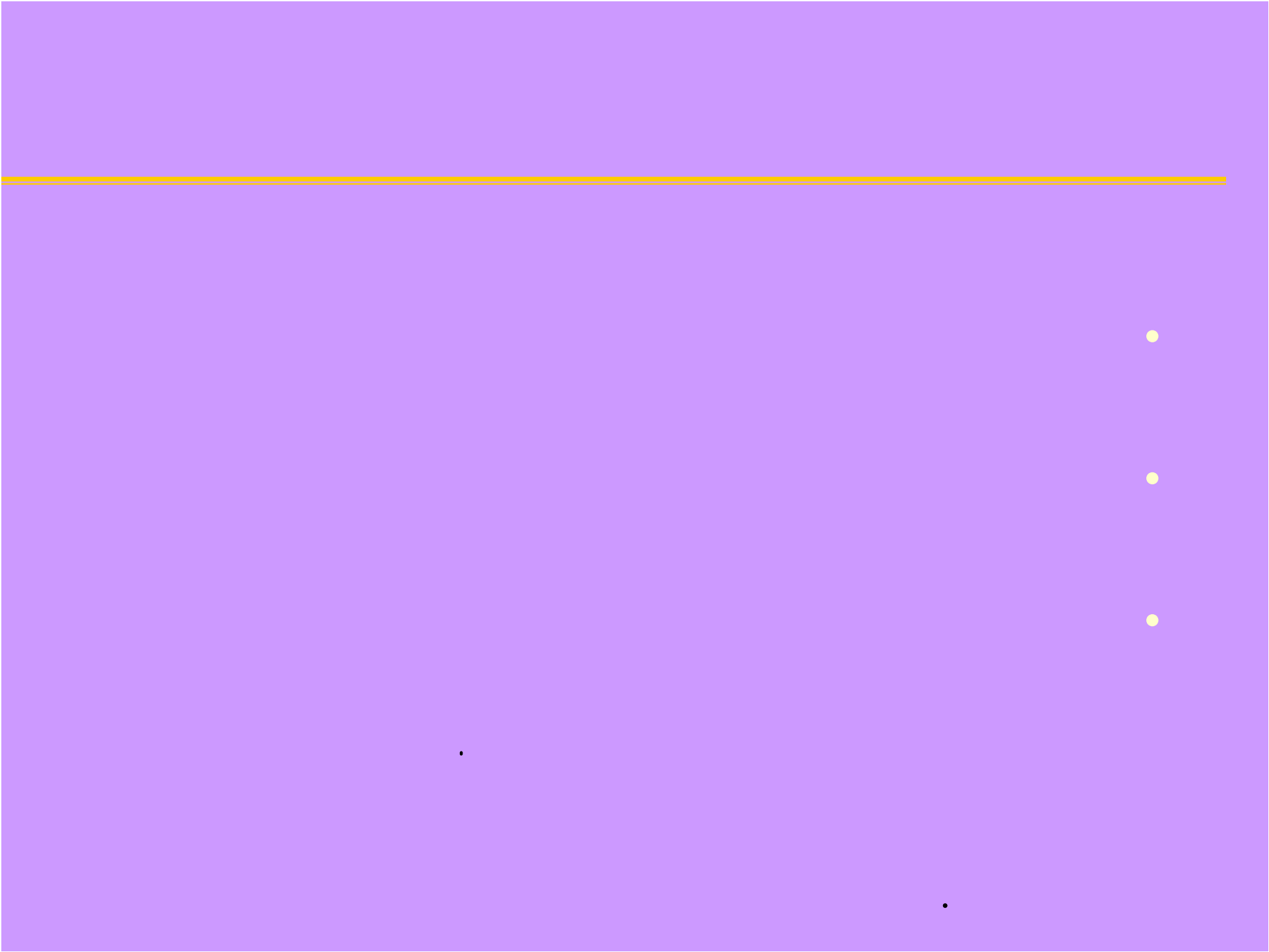
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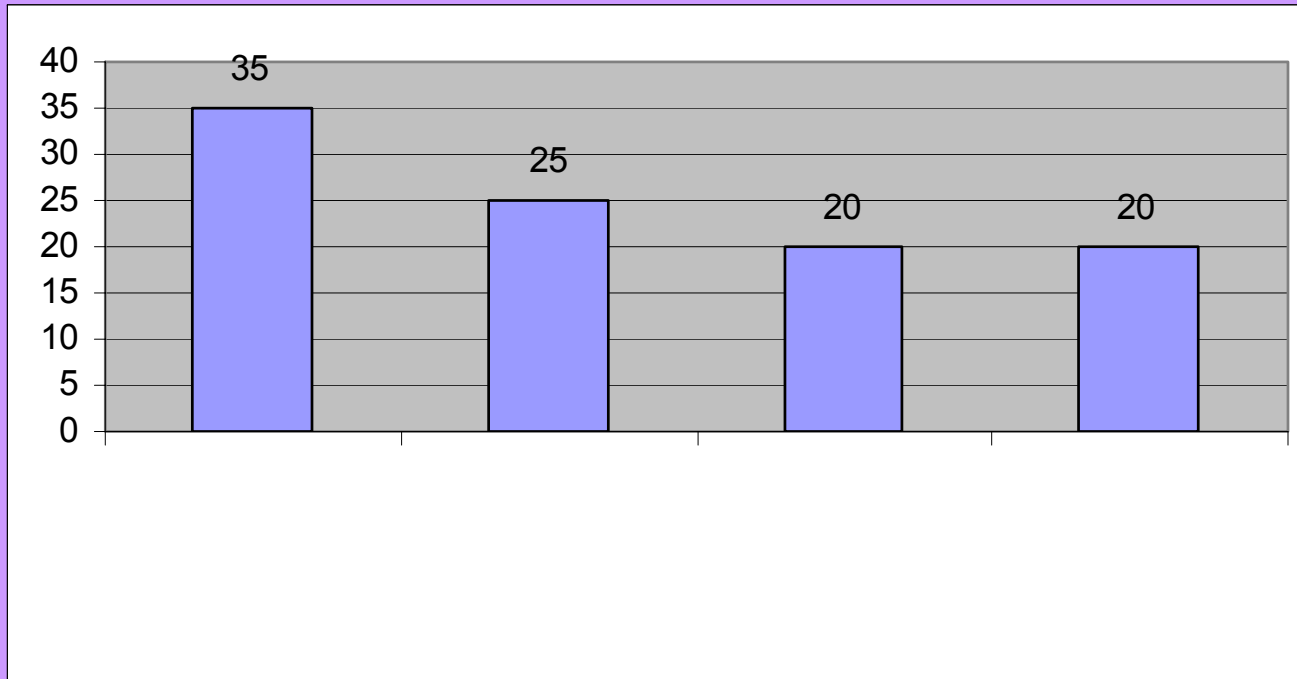
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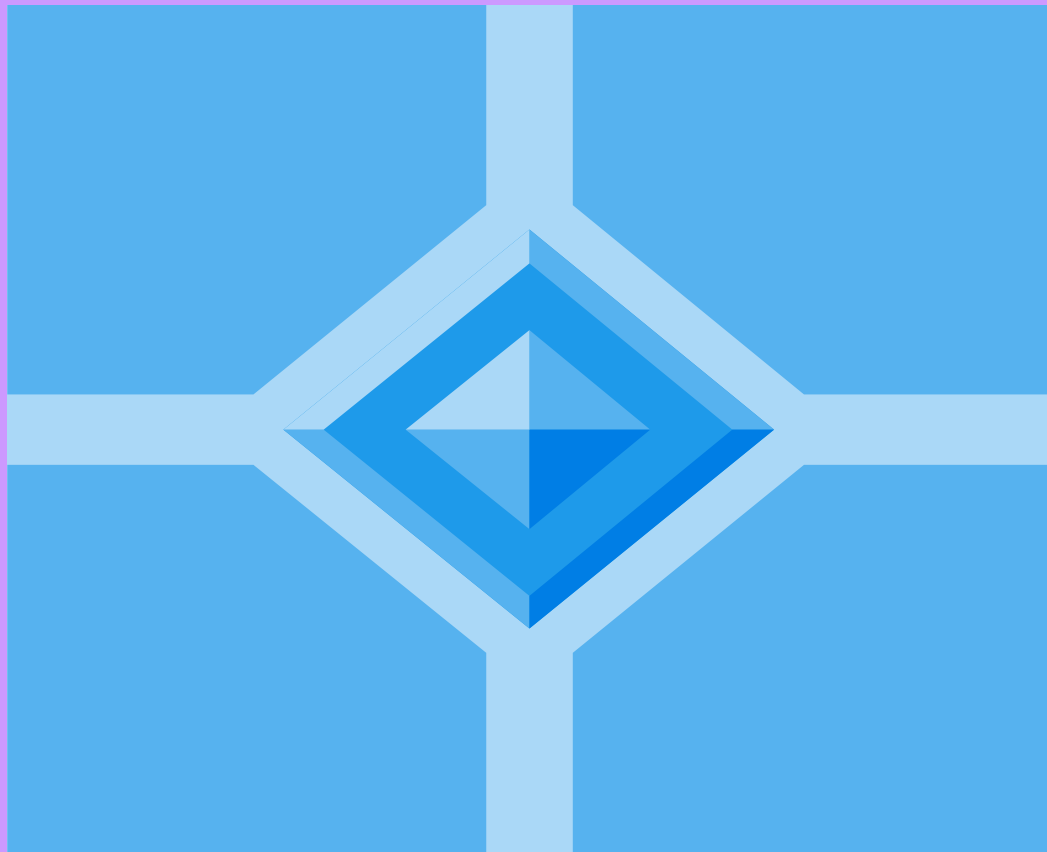
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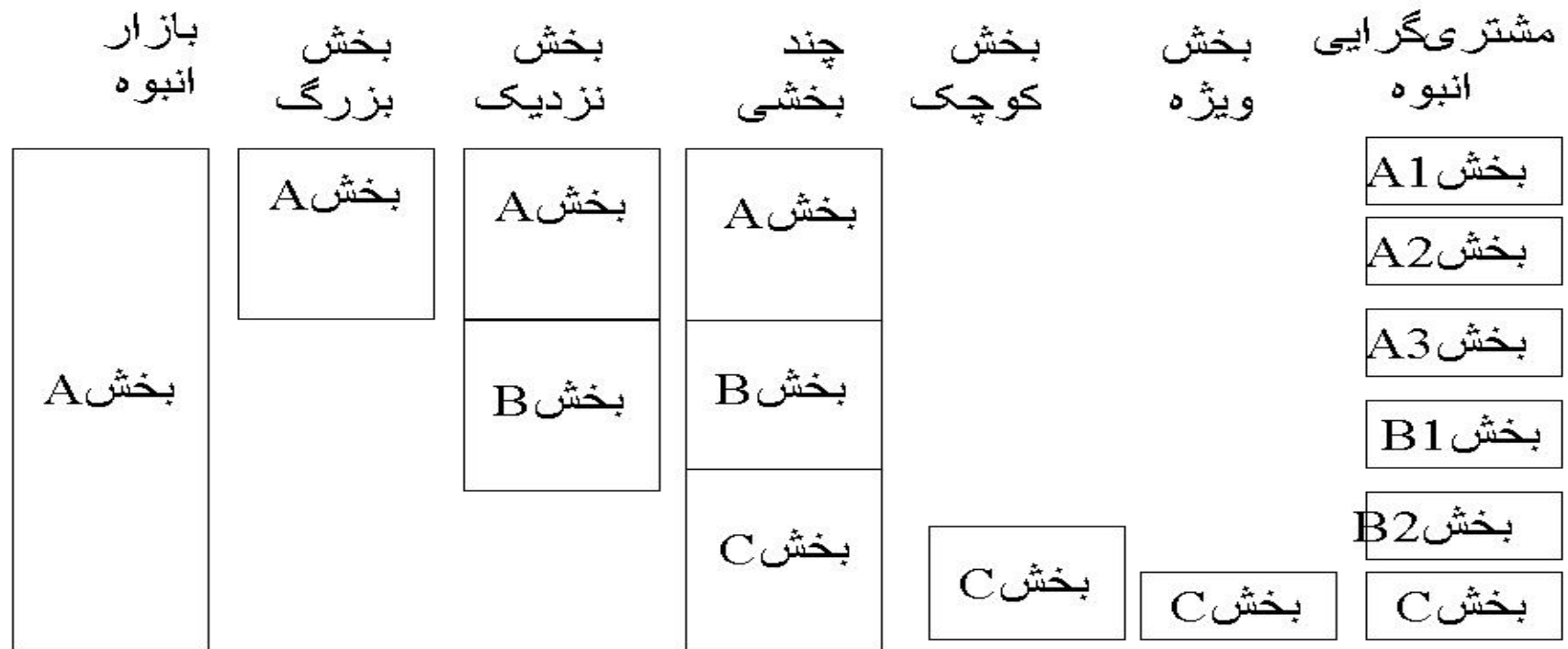
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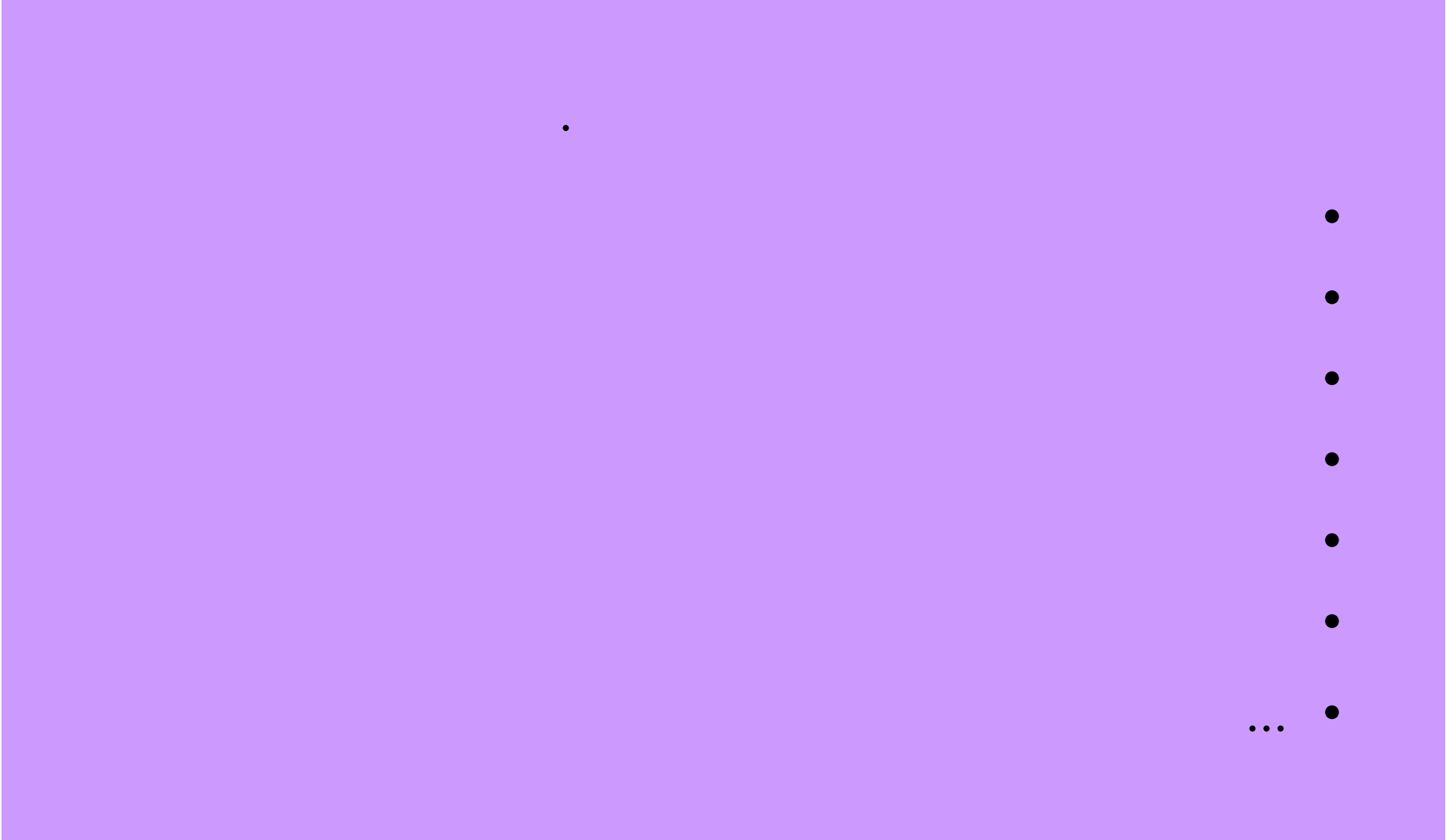
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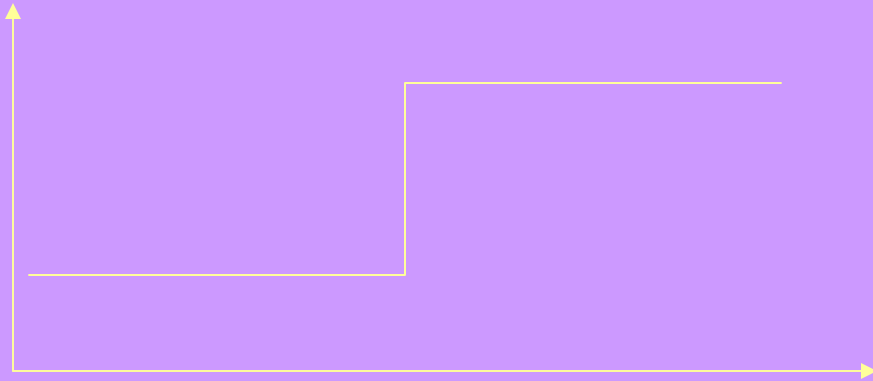
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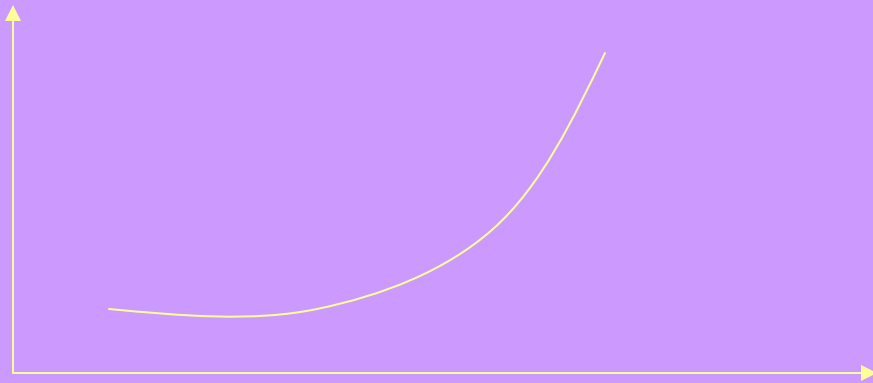
(Qualifiers) :

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(Order Winners) :



Qualifiers



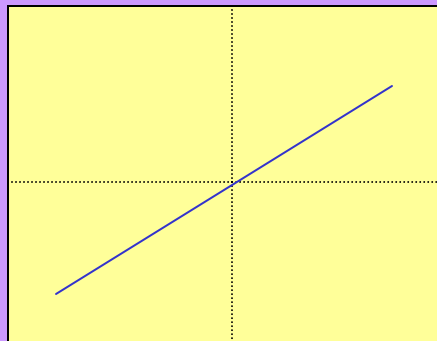
Order Winners

Order Winning Factors

Qualifying Factors

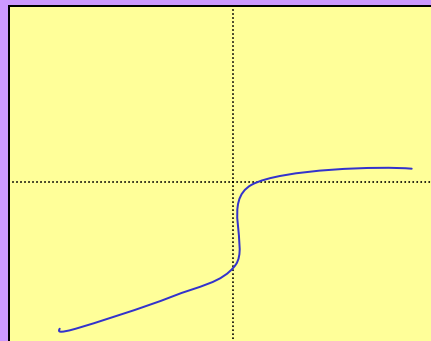
Less Important Factors

Competitive Advantage



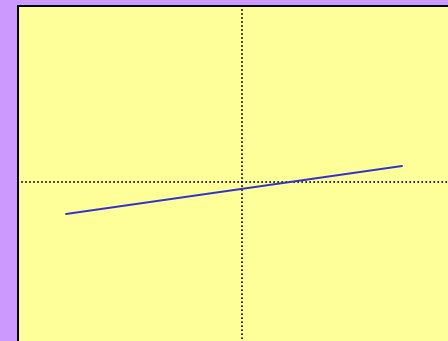
Performance

Competitive Advantage



Performance

Competitive Advantage



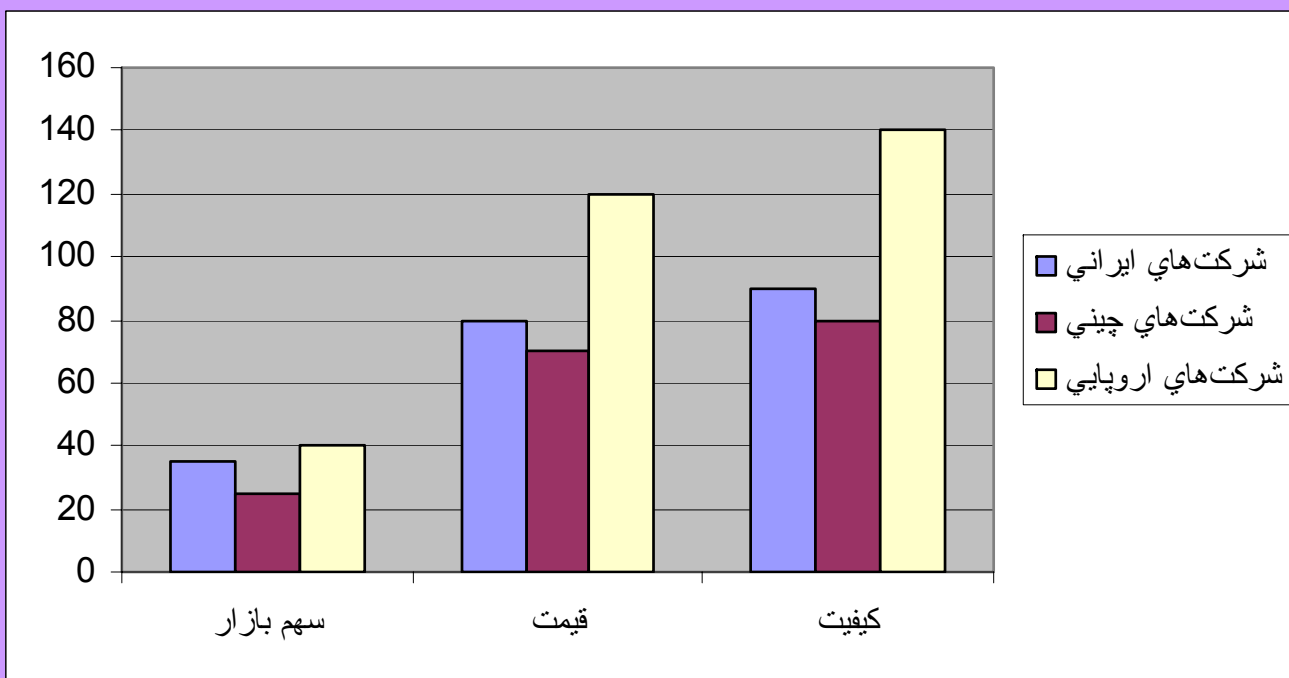
Performance



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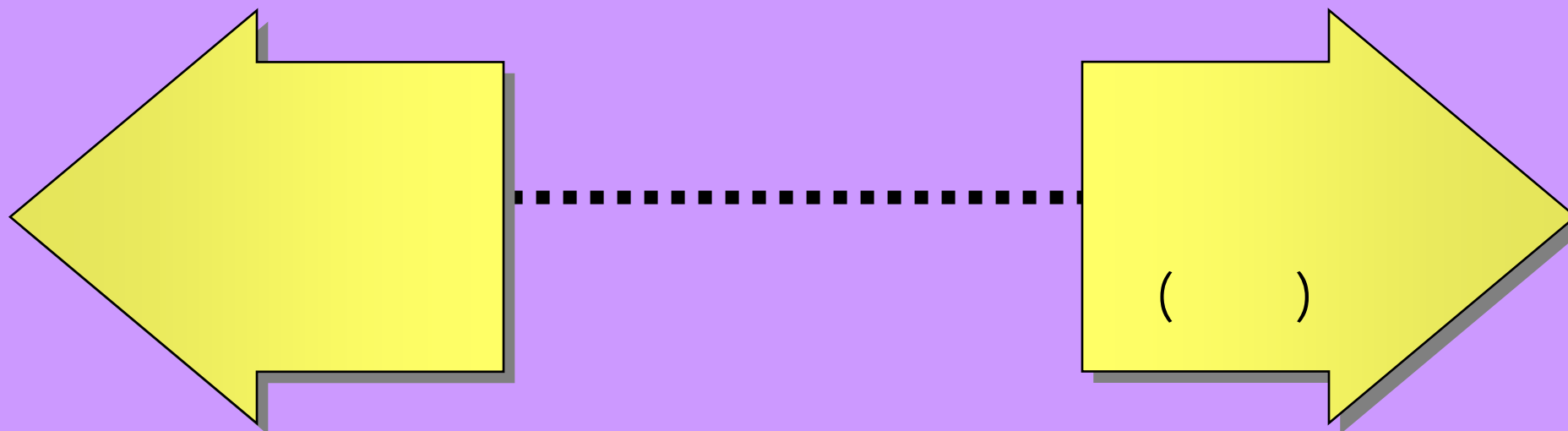
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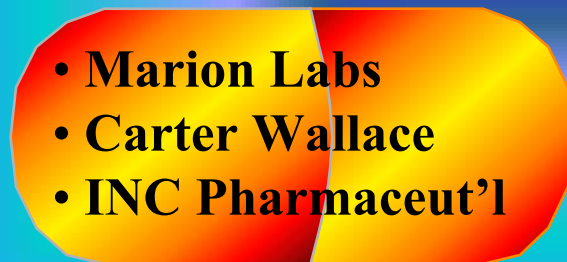


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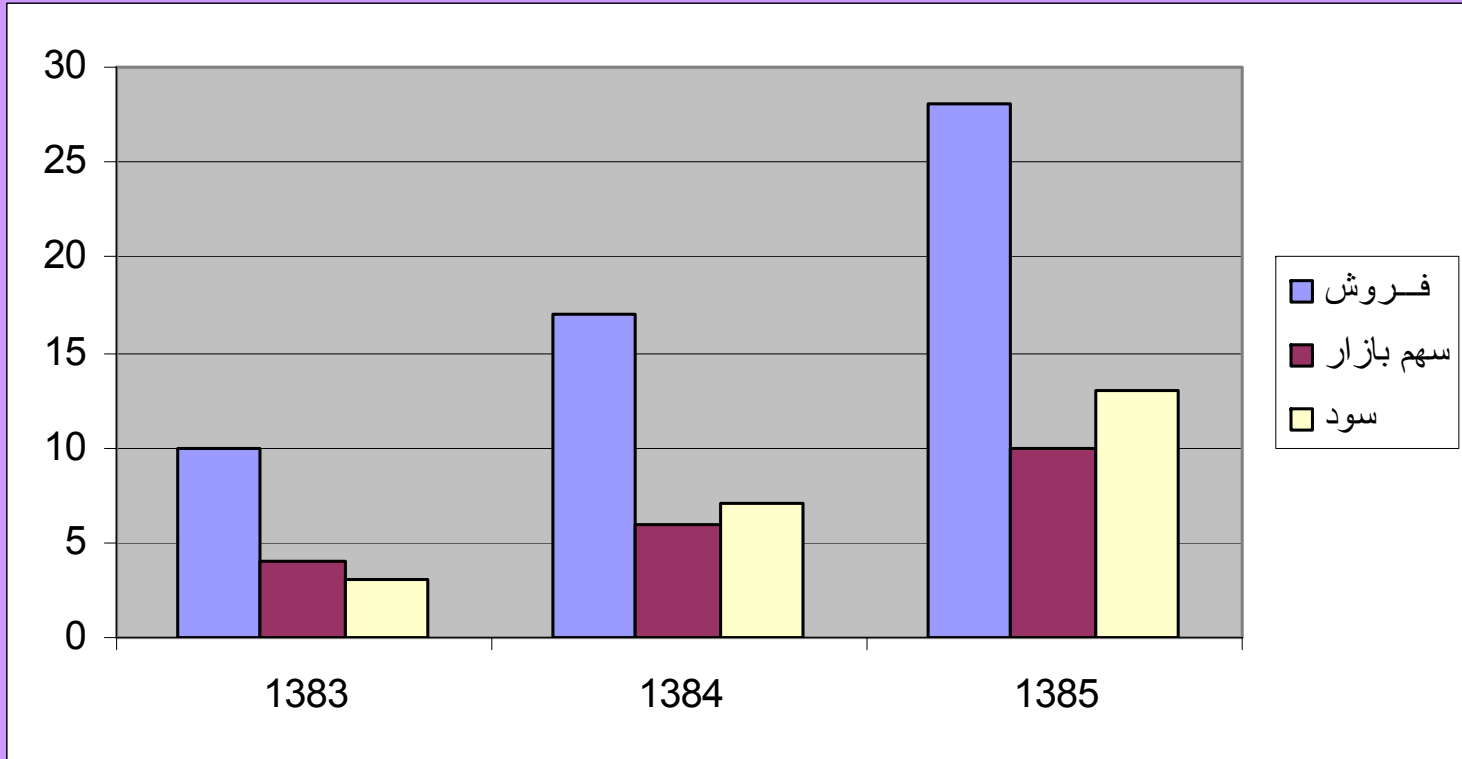
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گروه عمومی



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(Market Pull)

(Cost Push)

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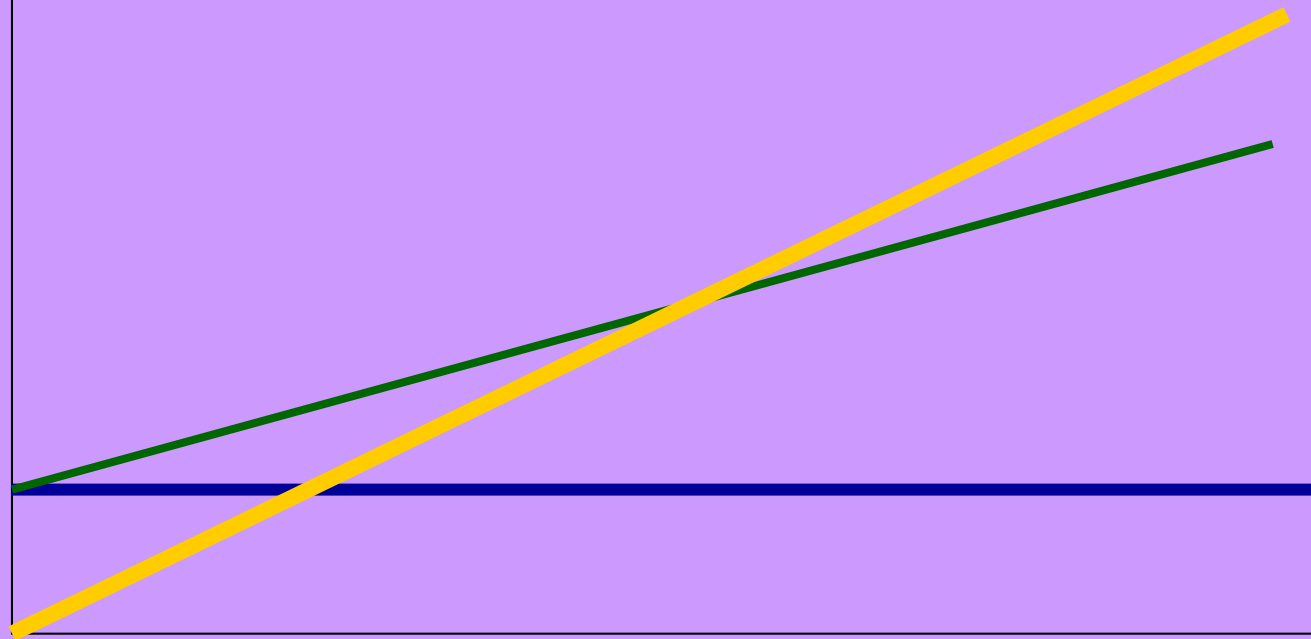
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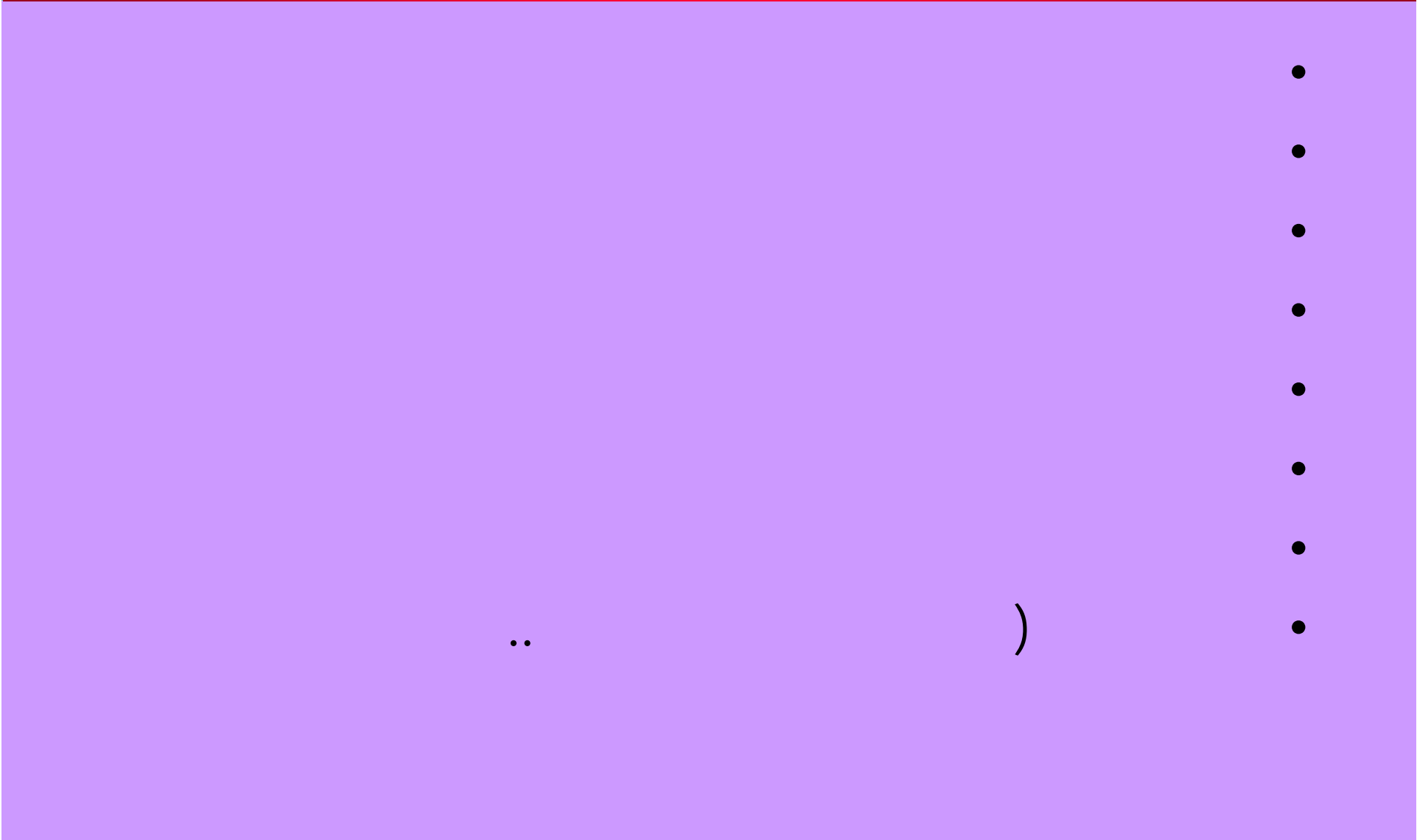
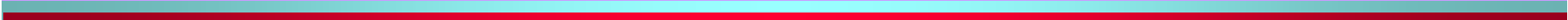
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Cooperative advertising: two companies mentioned in the advertisement;

Licensing: let someone else use your product as part of their product;

Distribution agreement: let someone else carry your product;

Bundling: let another company include your product as part of a total package.



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Sources and Uses of money

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Cash Flow Statement

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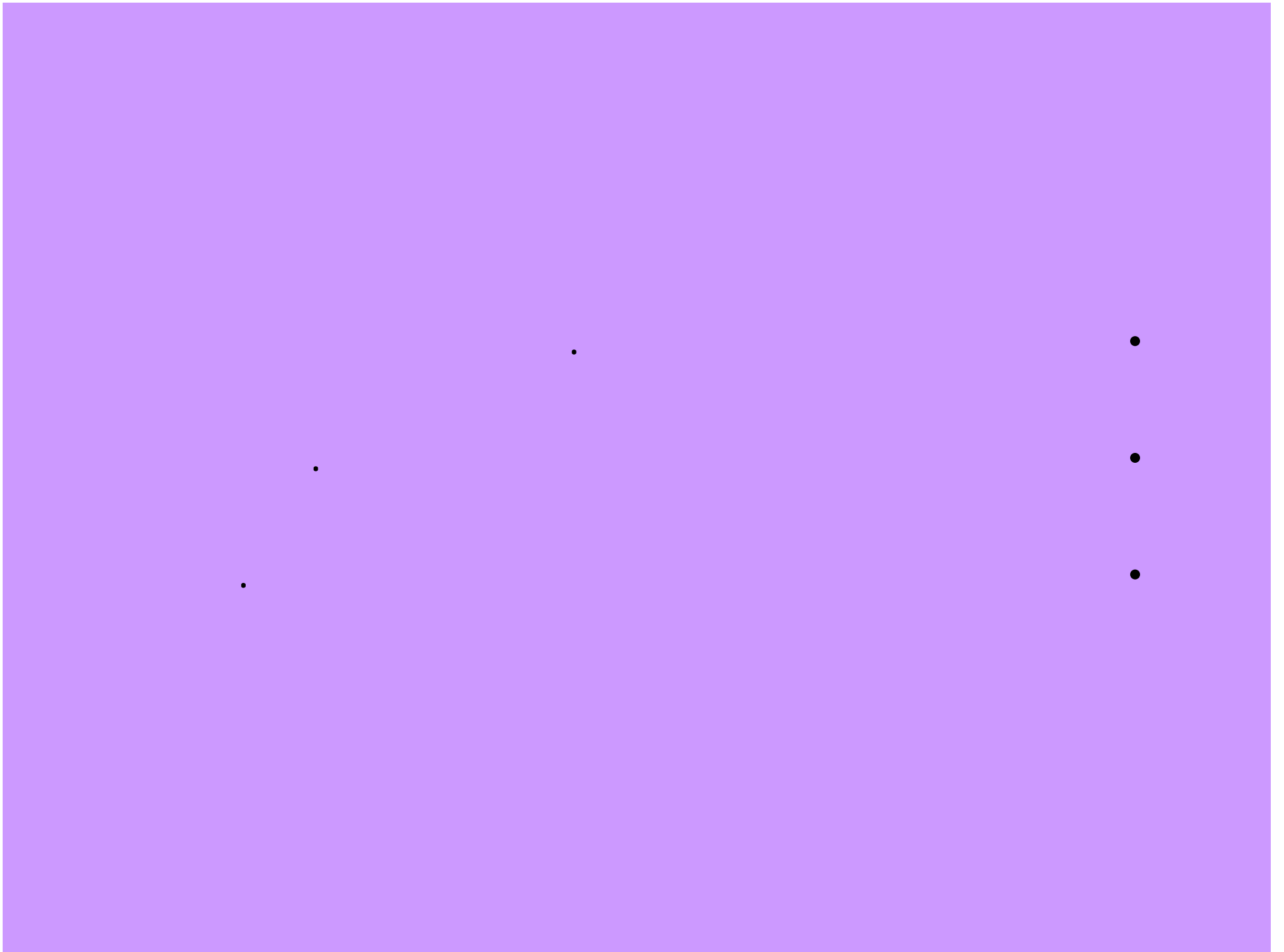
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50	30	50	50	80	100	
80	50	0	20	100	150	
110	80	0	20	150	200	
140	110	0	20	150	200	

Income Statement

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Balance Sheet

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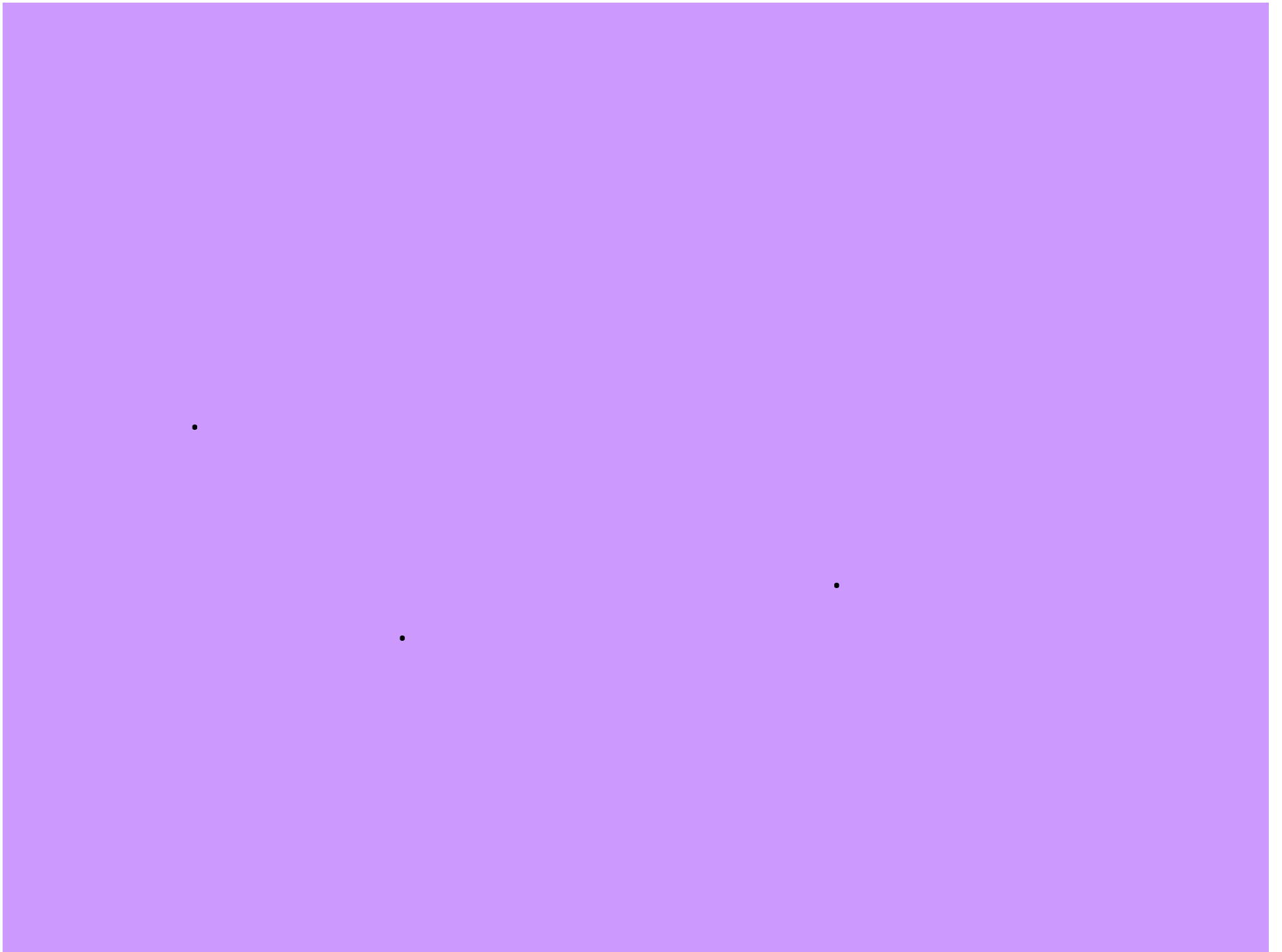
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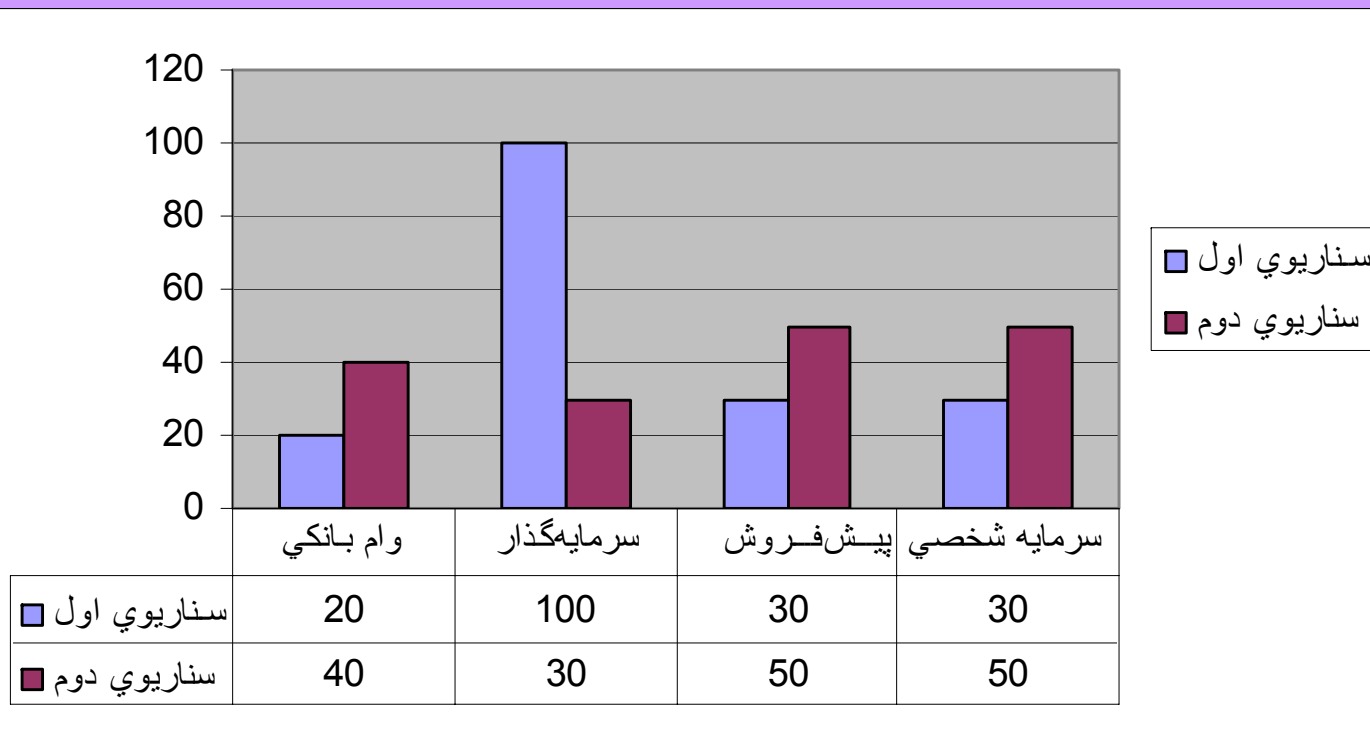
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(Payback Period)

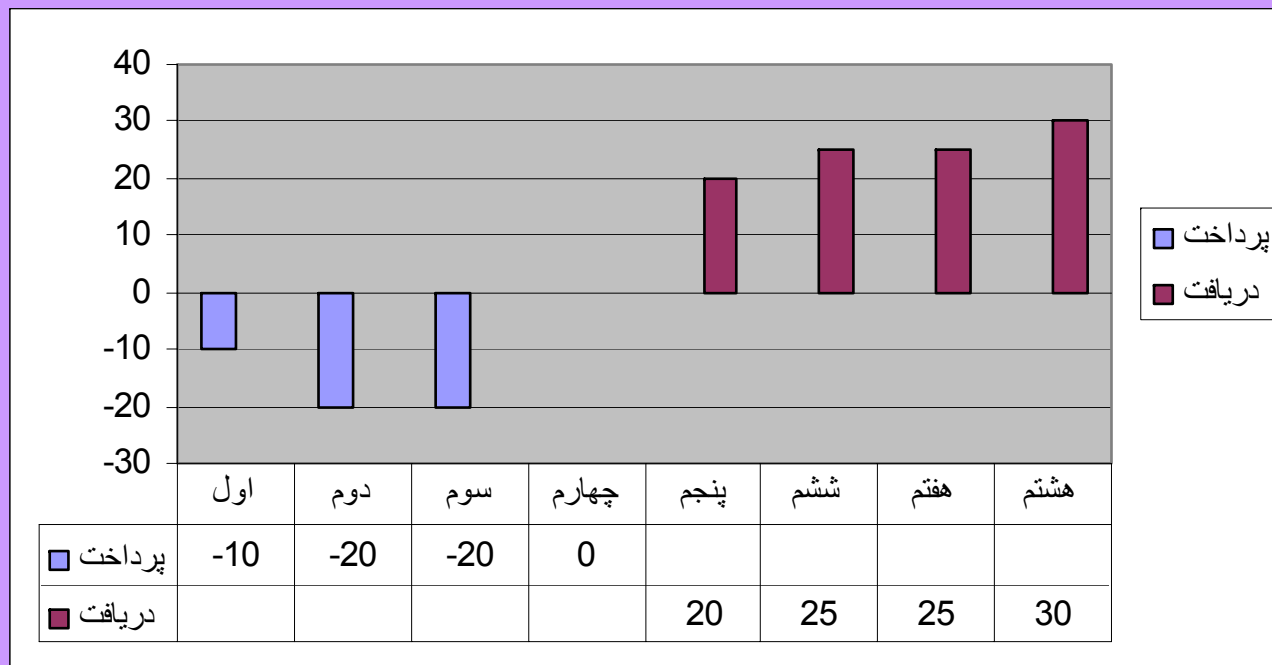
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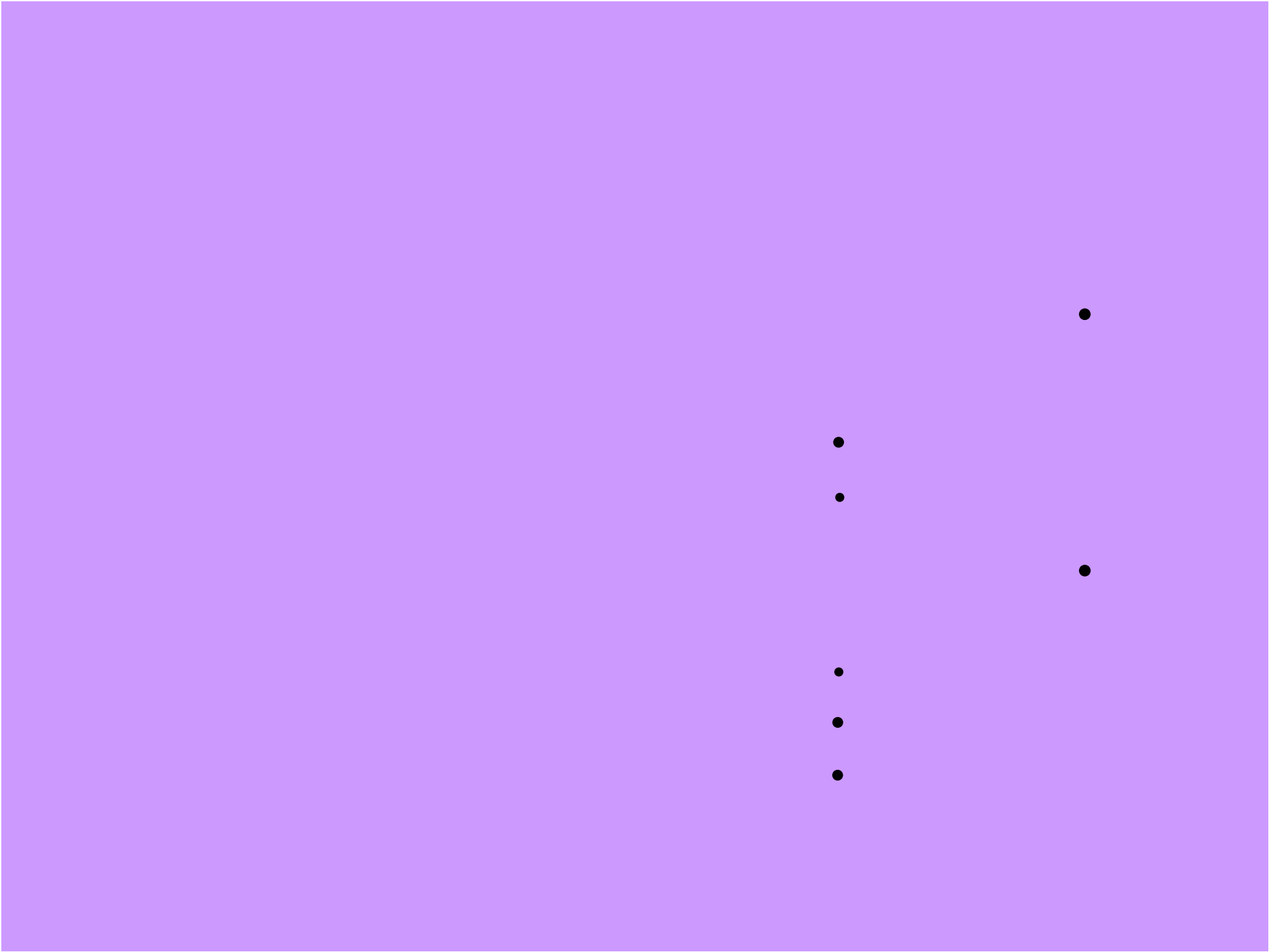
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(NPV)

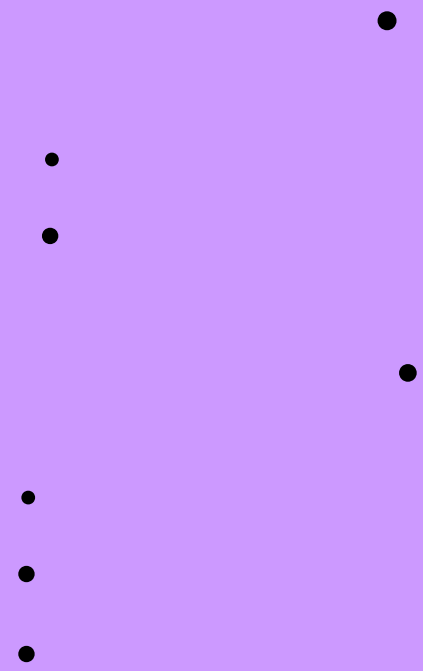
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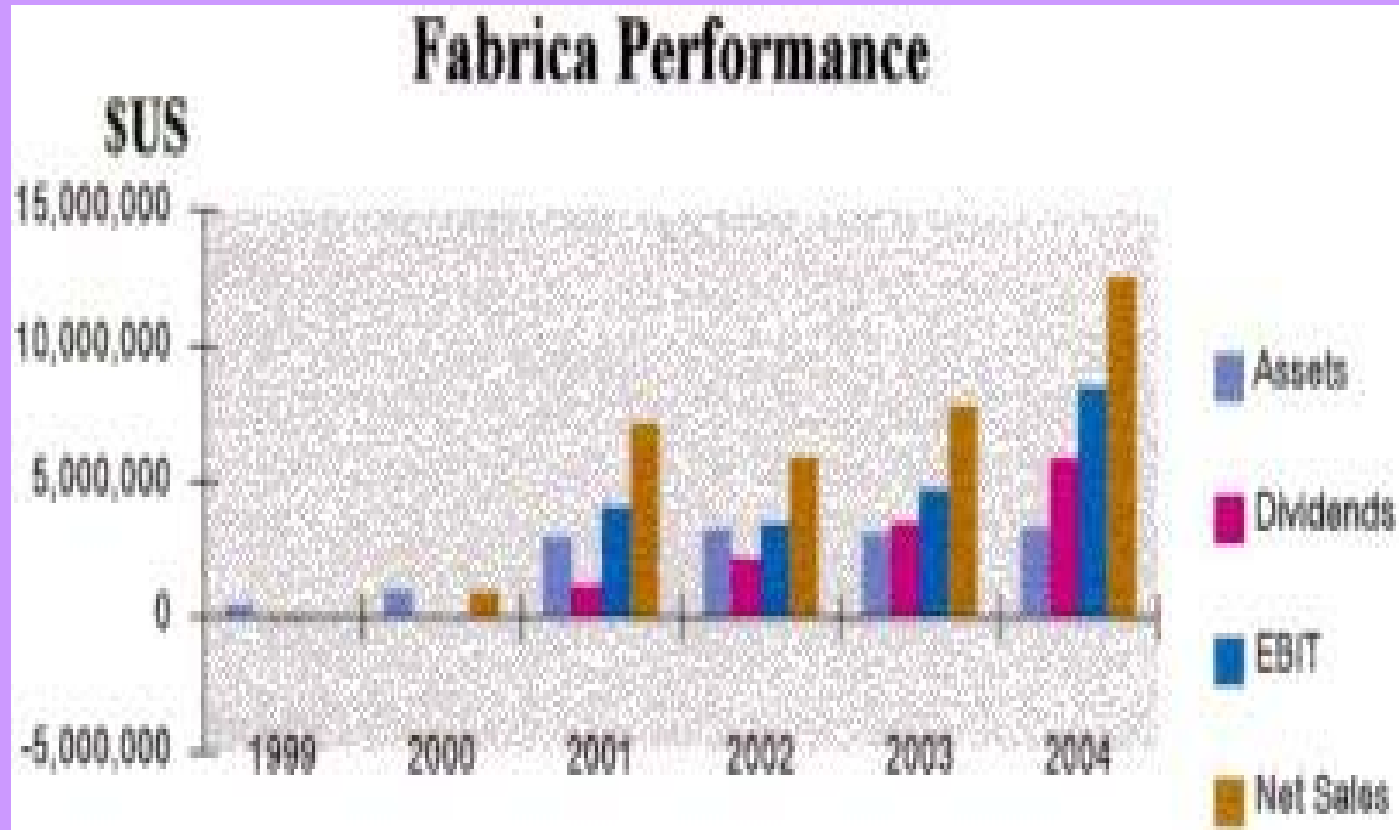
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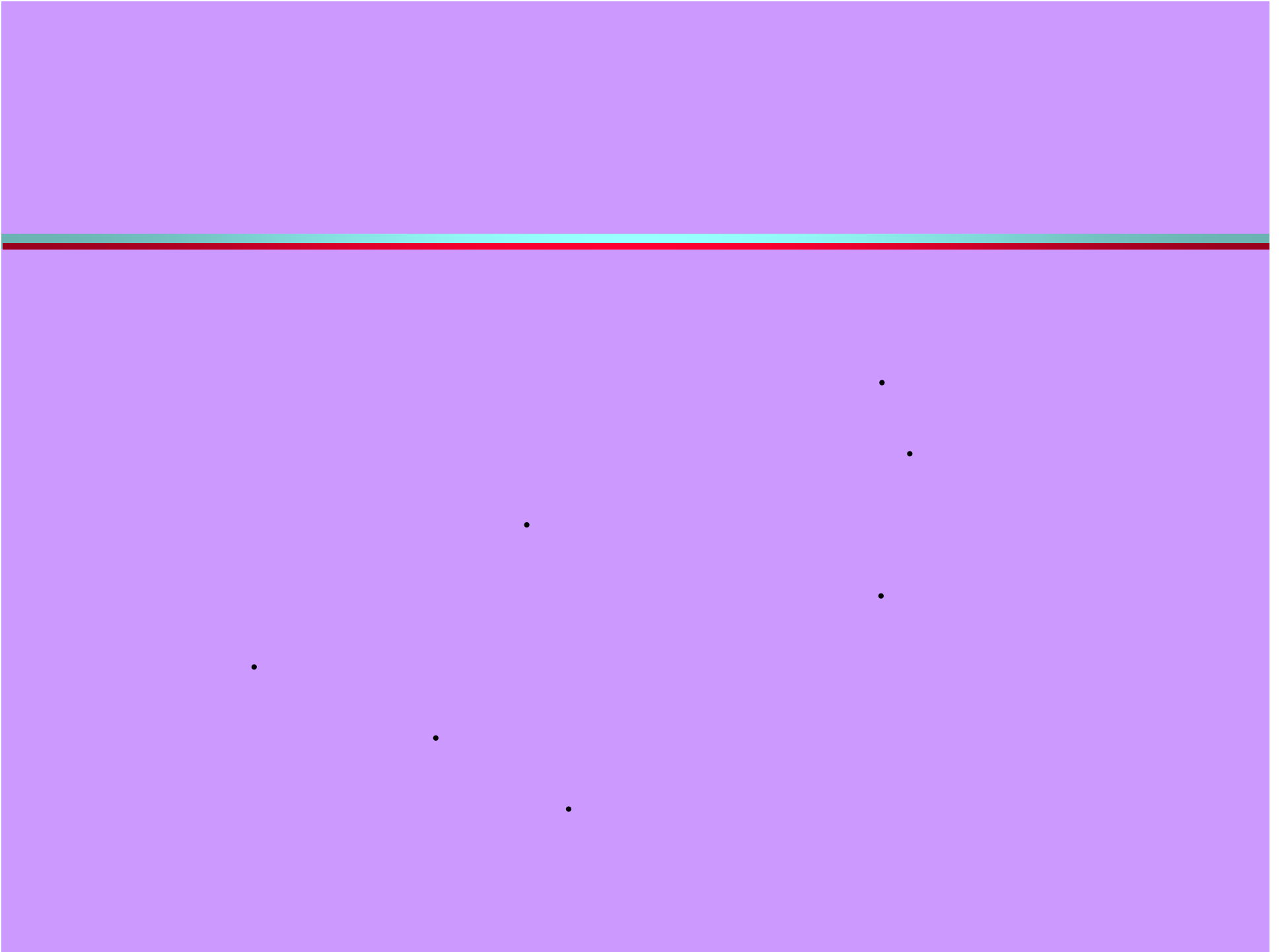
(ROI)
(ROE)



مثال : نمودار عملکرد مالي



سال



پرنامہ عملیاتی ورپسک



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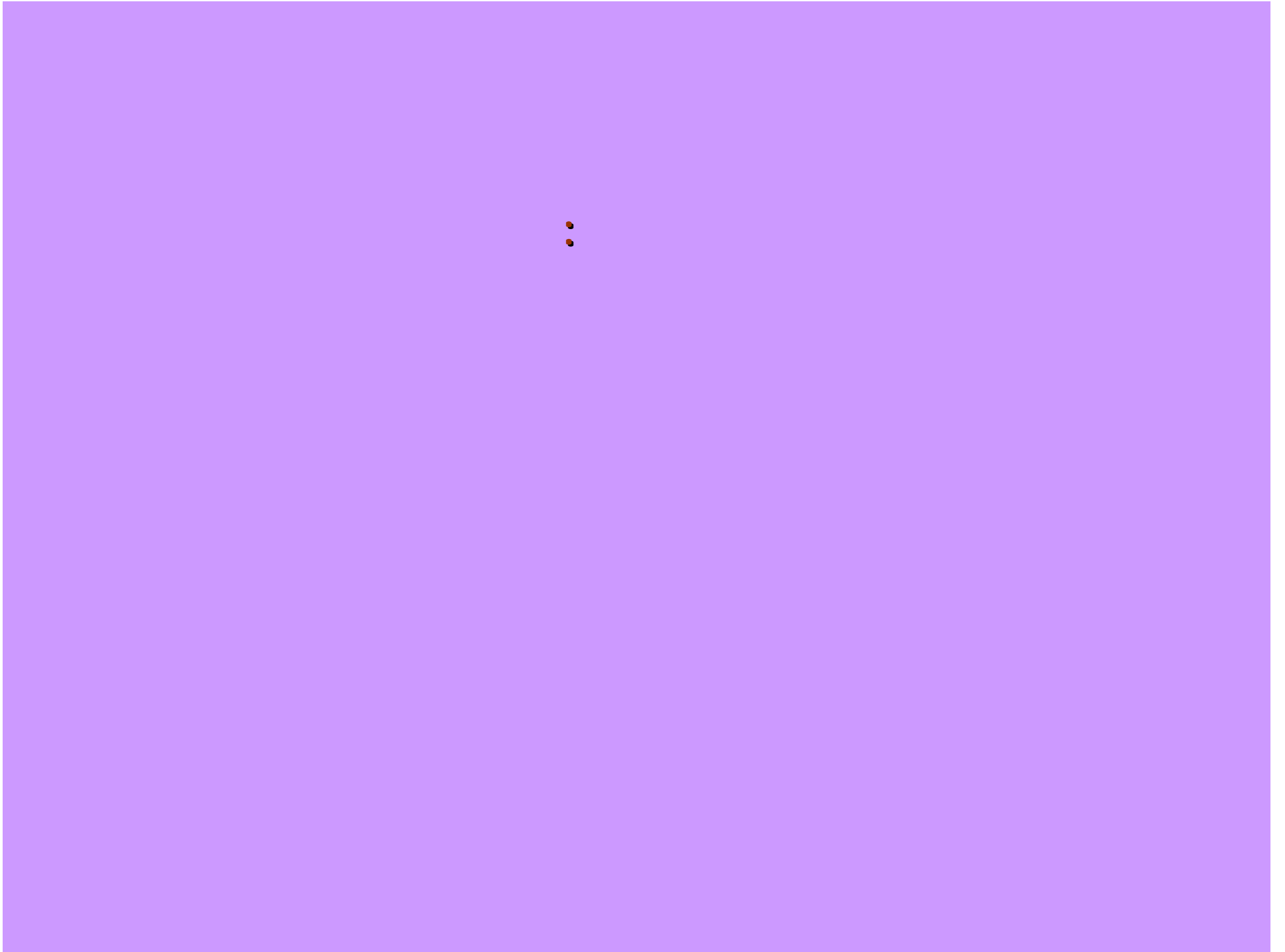
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اطلاعات

پشیمان



اطلاعاتی که پشتیبان تحلیل‌های موجود
در بخش‌های سازماندهی، بازاریابی و
مالی گزارش است.



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خصوصيات مشترك كسب و كارهاي تجاري

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- 2.
- 3.
- 4.
- 5.
- 6.

روندهای کسب و کار در دنیای حاضر

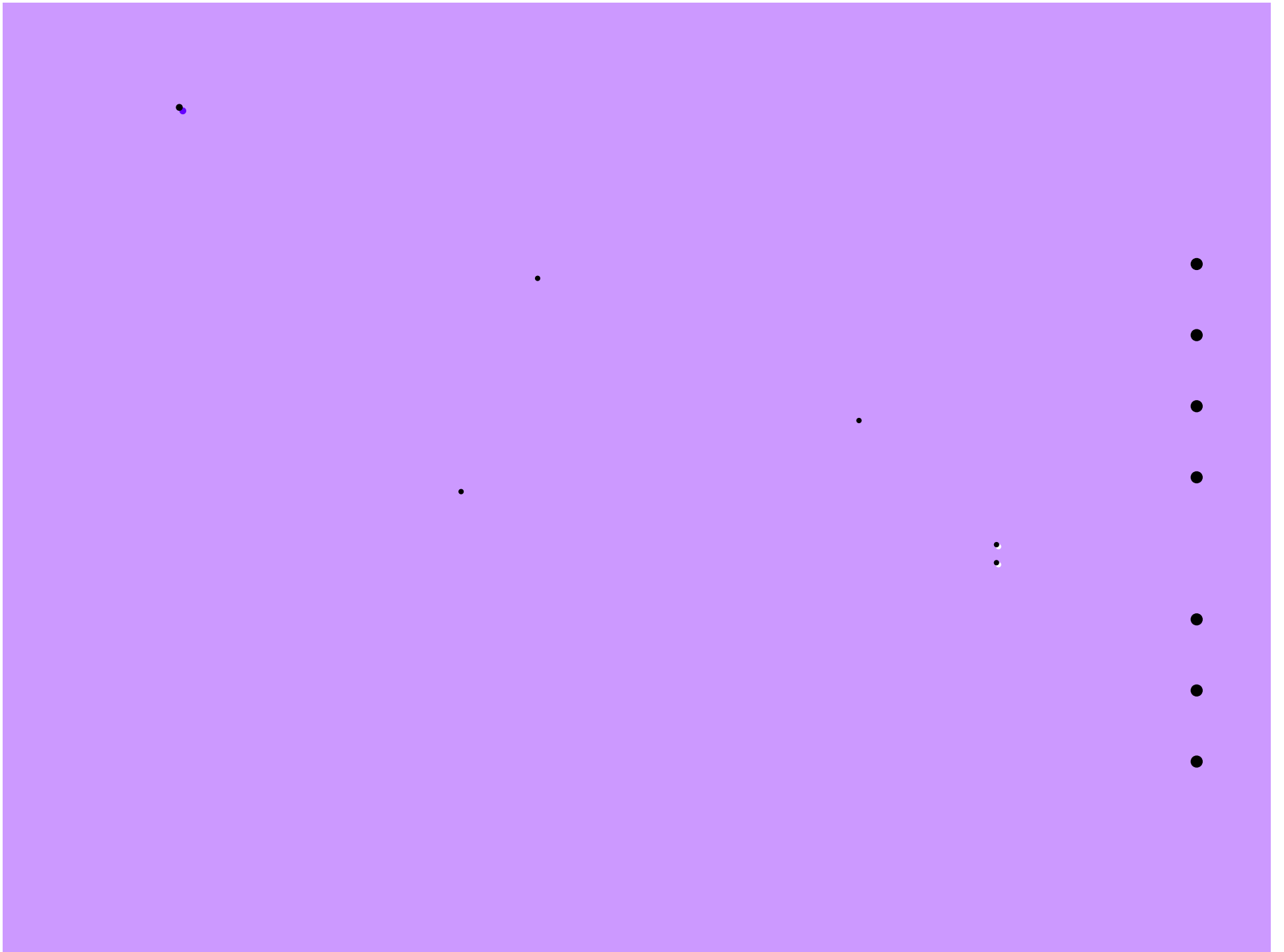
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روش‌هایی برای ارتقاء موقعیت خدمات

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- 2.
- 3.
- 4.
- 5.
- 6.



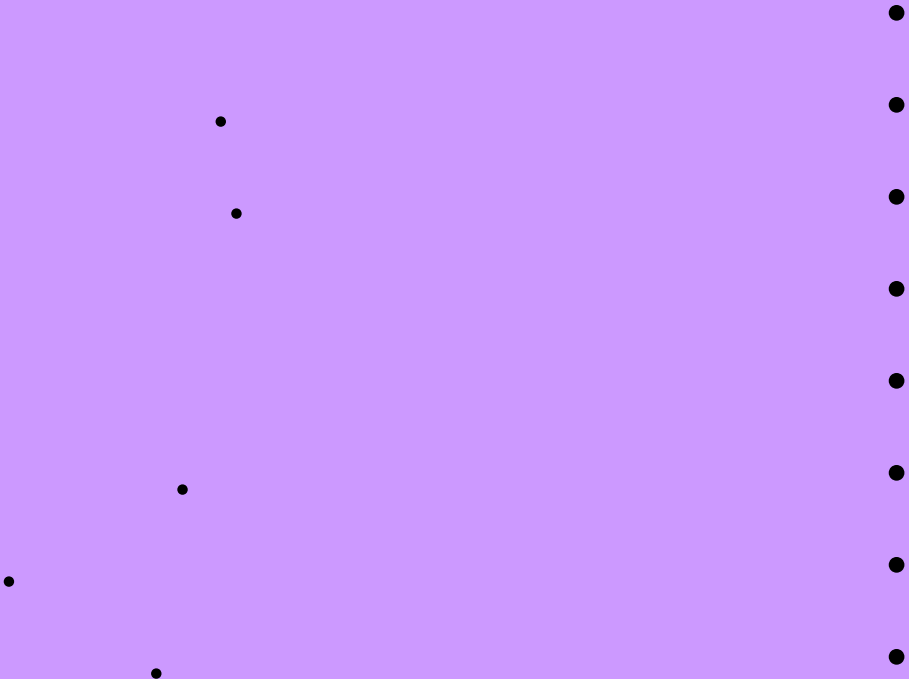
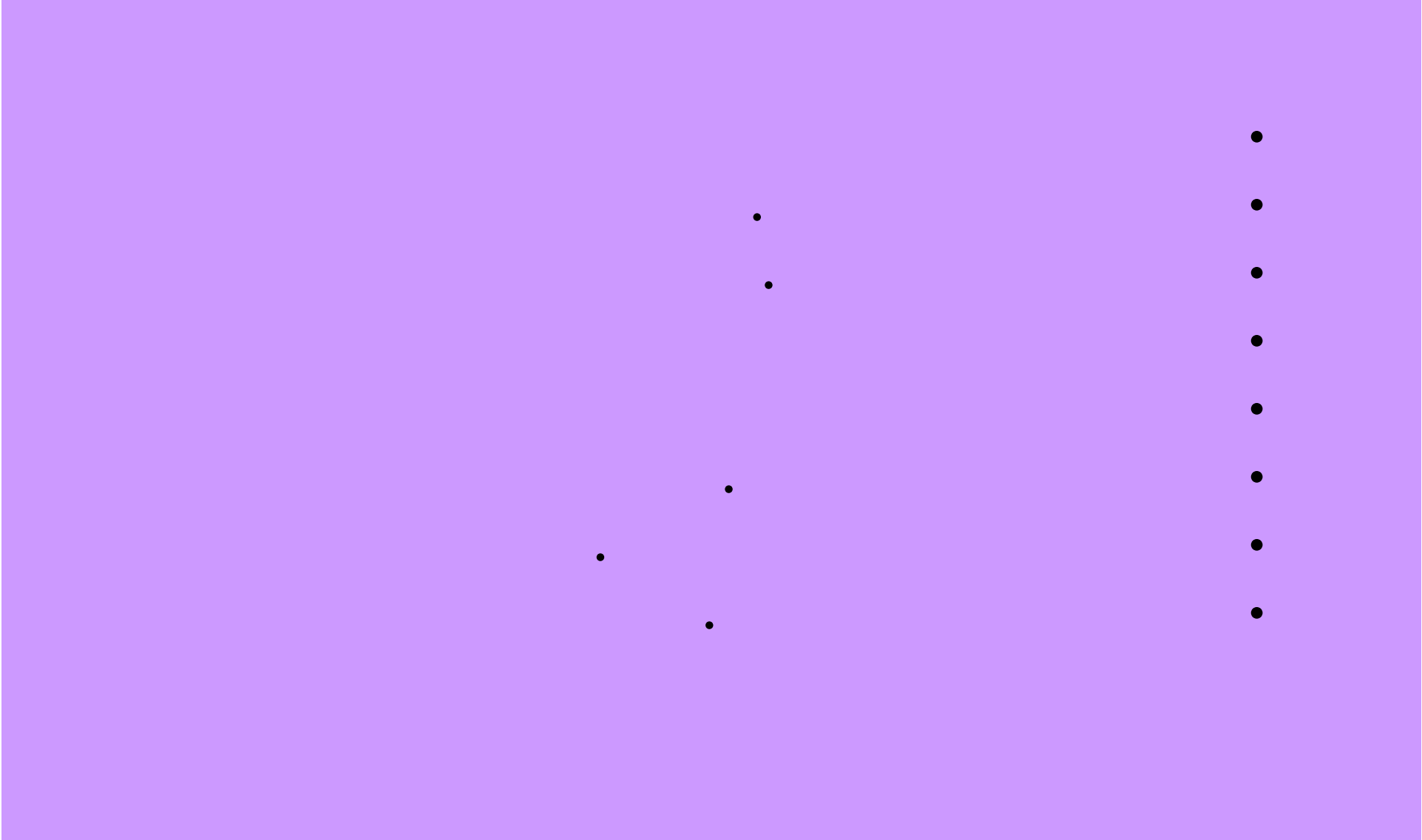
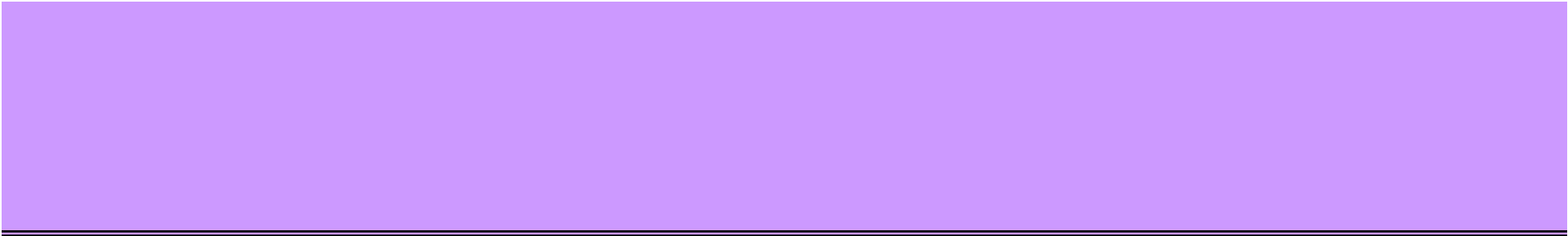
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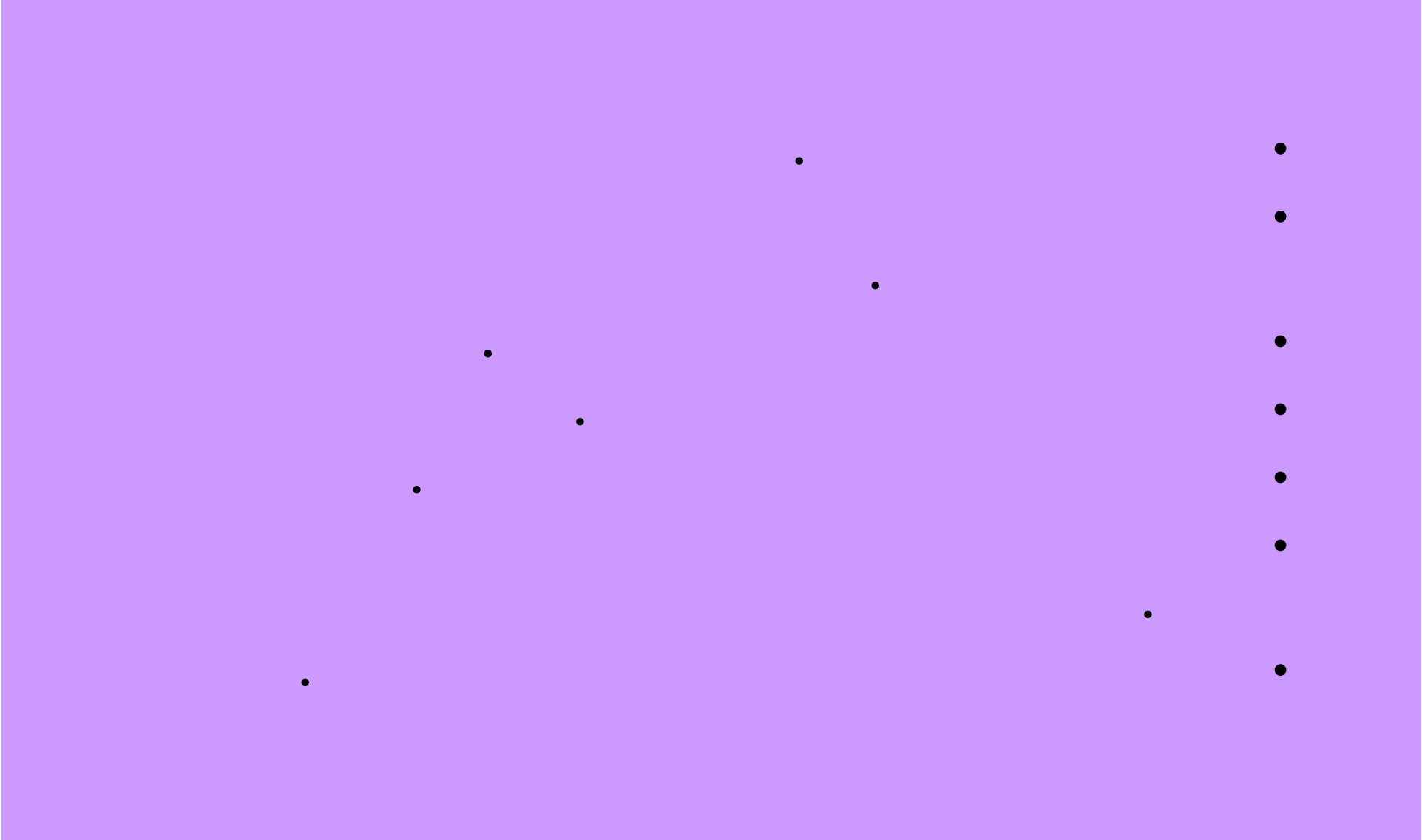
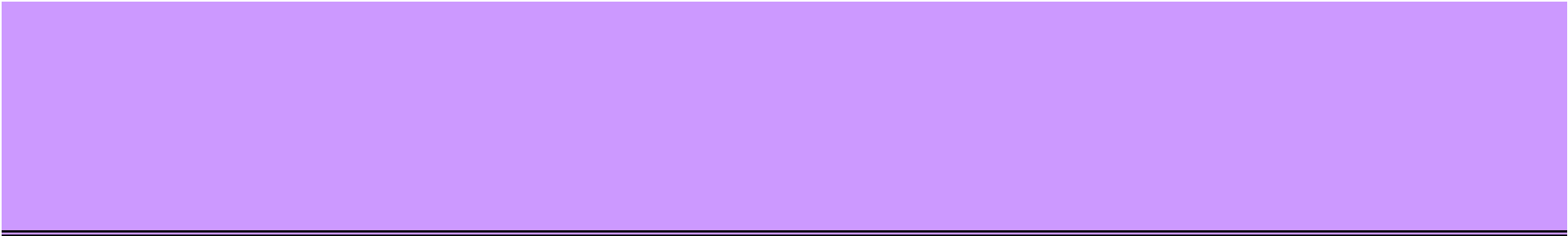
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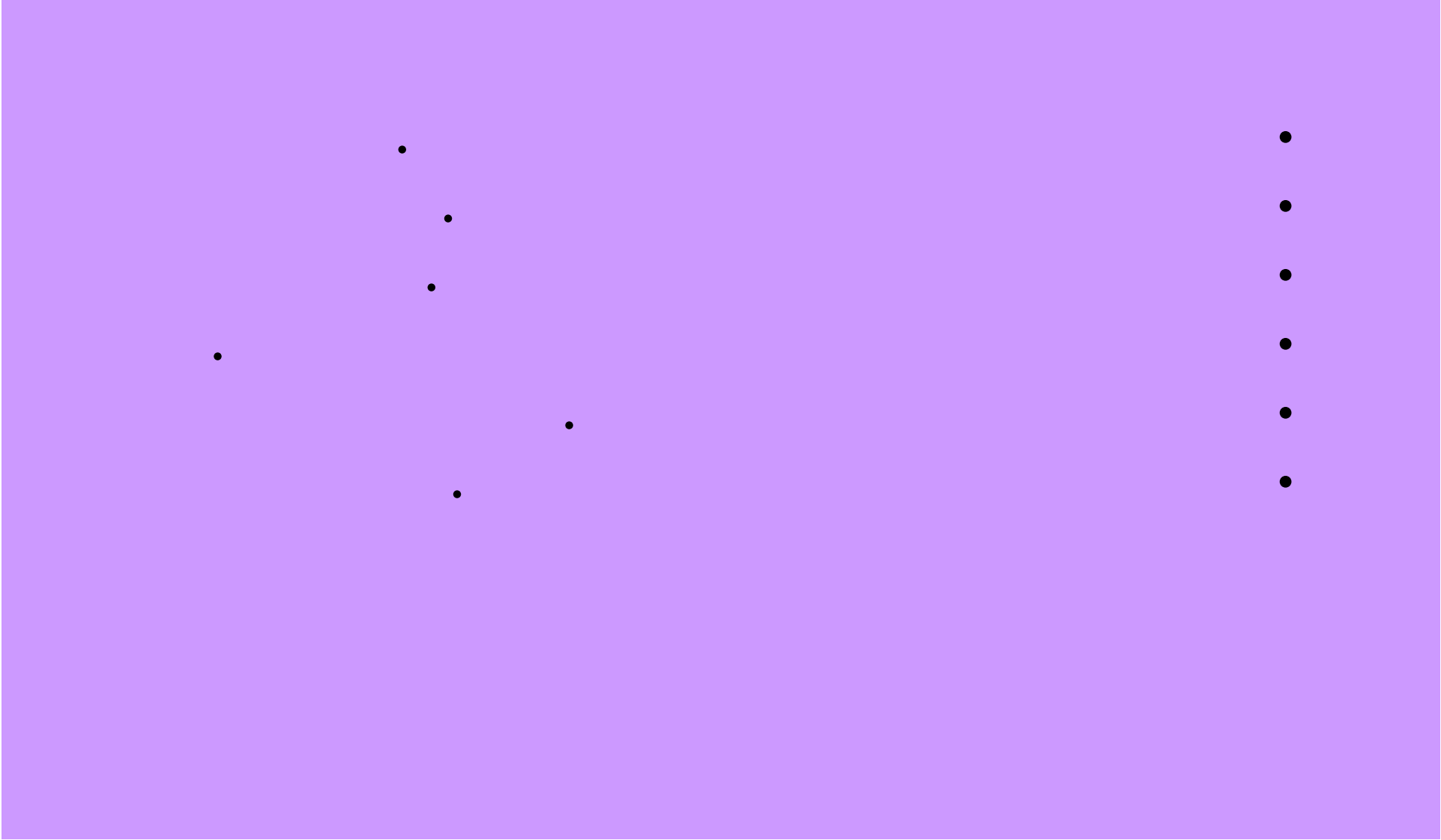
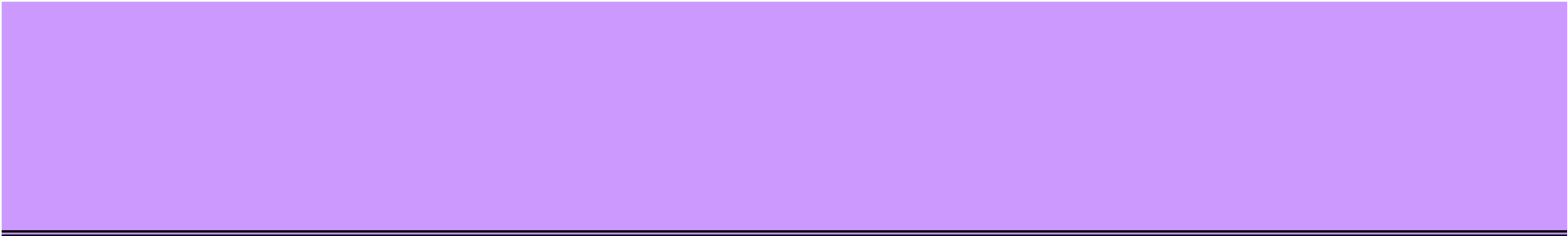
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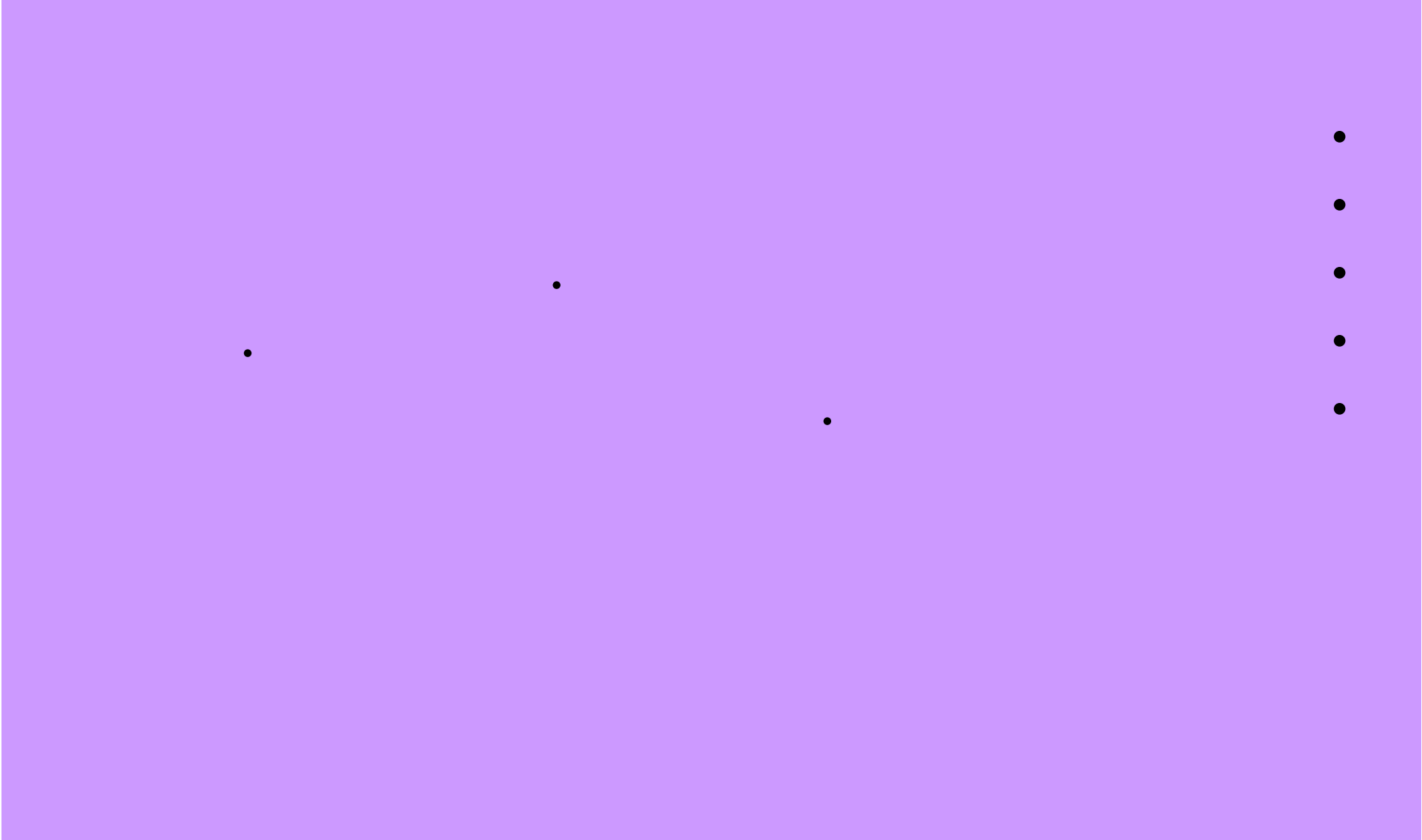
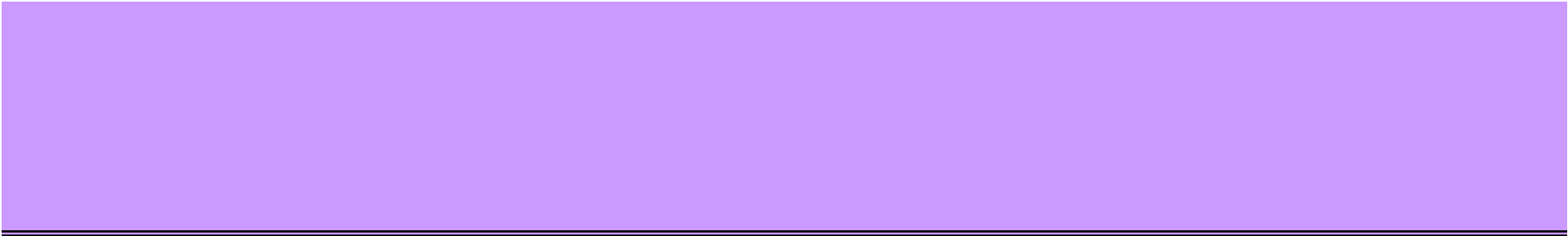
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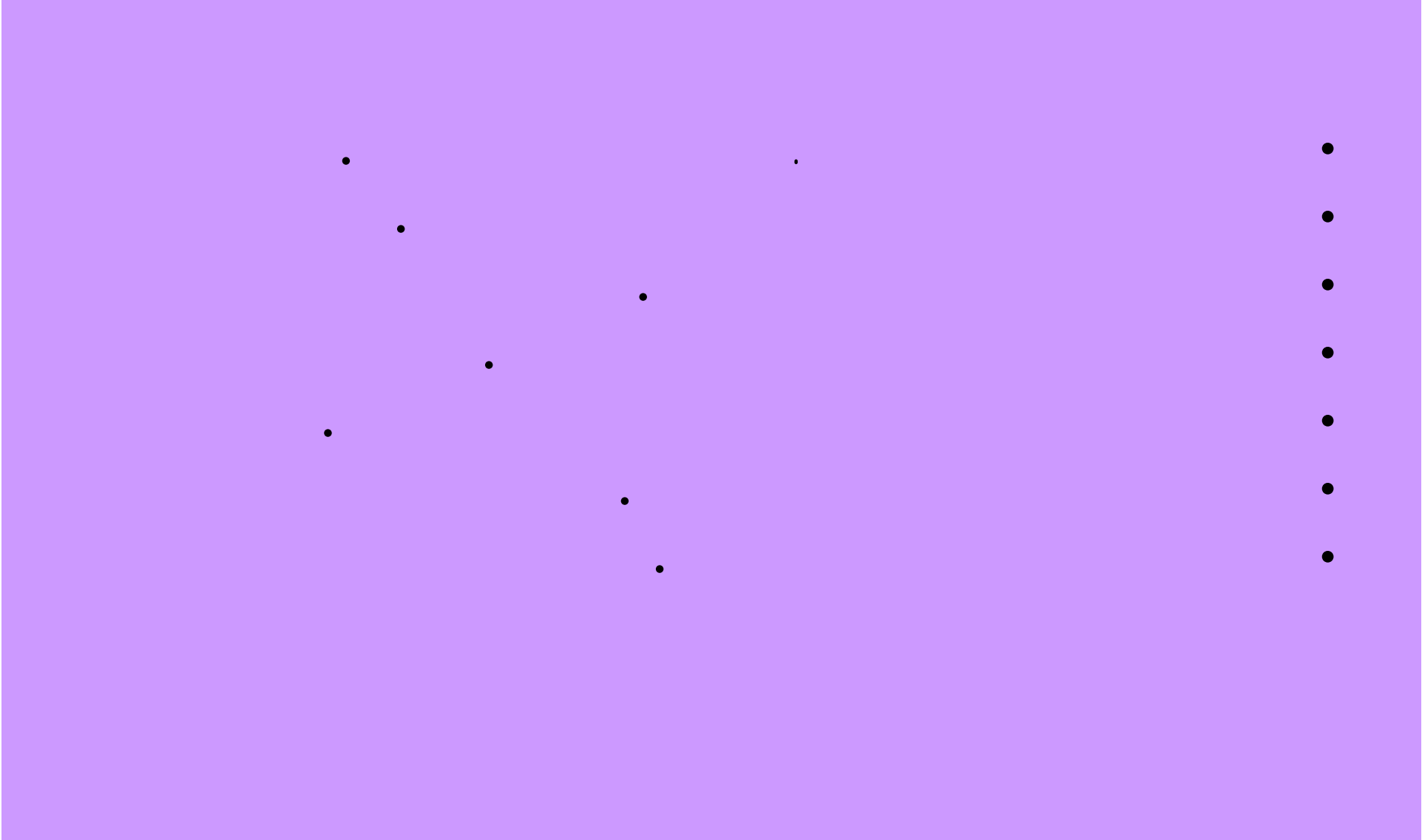
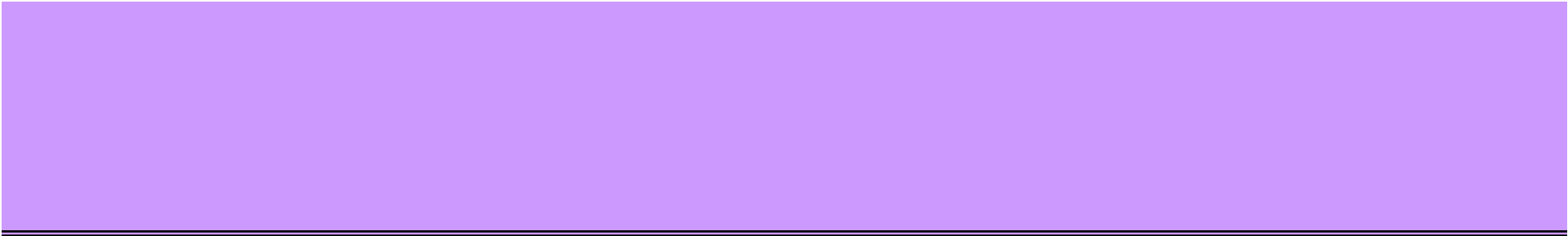
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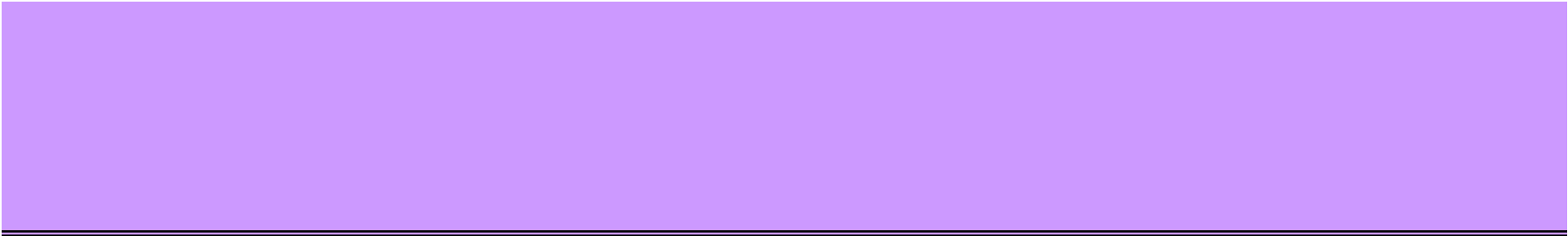












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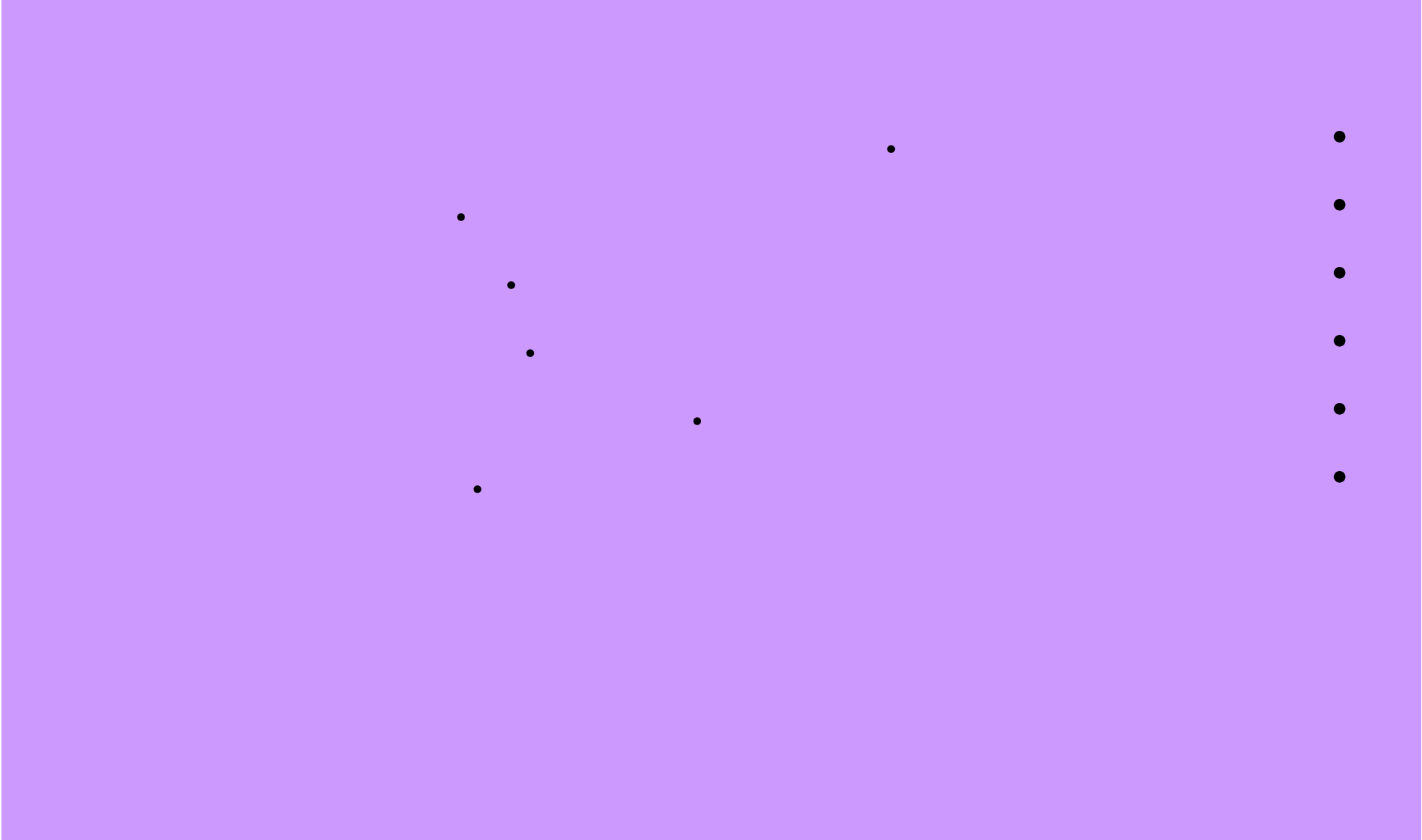
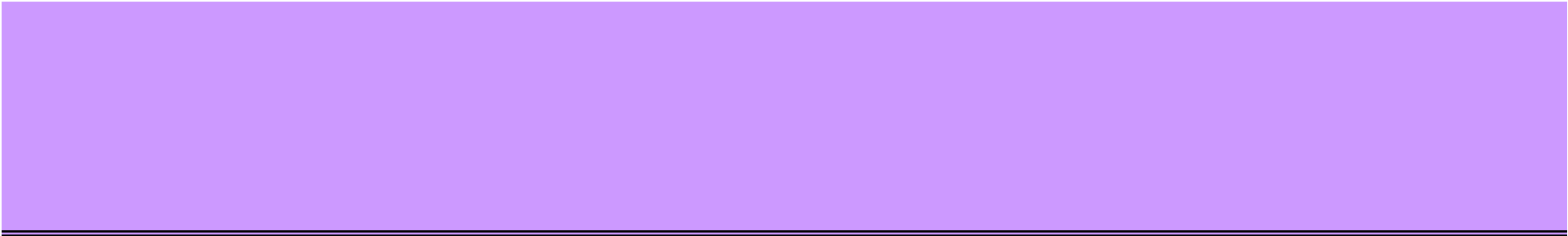
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فراموش نکنید که

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آدرس نمونه‌هاي طرح تجاري

[Http://www.sba.gov/starting/wideindexbusplan.html](http://www.sba.gov/starting/wideindexbusplan.html)

<http://www.bplans.com>

<http://www.businessplans.org/MootCorp.html>

http://www.state.nj.us/njbiz/s_step1_sample.shtml

<http://www.sb.gov.bc.ca/smallbus/workshop/download/samplebp.html>

<http://153.91.1.141/sbdc/centsbdc/BUSPLAN.HT>