

Creating a Business Plan

How to create a business plan



<https://pixabay.com/en/town-sign-plan-success-strategy-749613/>

“If the plan doesn’t work, change the plan not the goal.” Author unknown.

Tag: Economy - Business - Working Plans

Challenge:

Many businesses fail before completing the first 2 years of existence, often because of a lack of clarity relating to purpose, structure, management and overall planning.

Solution: Create a Business Plan that is as simple or as complicated as desired.

The main aim of a business plan is to create a clear view of the objectives of the business and how to attain them. This will ensure that everyone who is collaborating with its implementation has a clear view of the direction.

There are many examples and templates of Business Plans online. Pick the one you feel is most appropriate for your organization.

Social enterprises tend to be resource-constrained organizations, so they can particularly benefit from a business plan to communicate effectively with their stakeholders, including funders or investors, customers, community, board, employees and volunteers.

References:

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<http://www.marsdd.com/mars-library/business-plans-for-social-enterprises-se-and-social-business-es/> Retrieved March 27, 2015.

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Handout: Business Planning questionnaire
Business Plan Template

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