



PROFESSIONAL LANGUAGE OF BUSINESS PLAN

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1/ clear Business Plan should make a good impression. Business Plan should provide suitable answers to all the questions the different readers might ask. It should be convincing by prioritizing the different statements it contains and by concentrating on the essential facts. All relevant topics should be treated briefly but thoroughly



2/ The business plan should be convincing, even if you get a bit carried away by your great idea it makes sense to write in an objective and factual manner. Don't let over-enthusiasm get in the way. Neither is it a good idea to be too critical or refer to possible mistakes you have made in the past. Everything in the Business Plan should be factually correct and be included according to the best of your knowledge. Any weak points you mention should always be described together with planned or already initiated corrective procedures.



3/ The Business plan should be in a clear manner. It is important to explain the idea understandably in as simple a way as possible. It is often useful to describe a customer's problem and then to present your solution for that customer. This makes a competent impression on the reader. Technical details about the project or manufacturing process can be added in the appendix.



4/ Business Plan should have a Formal and consistent style. Teams often create their Business Plans with one member working on each different chapter. This leads to different styles, language and levels of detail in the plan. Once this work is finished it is definitely a good idea for one person to take care of the whole thing and ensure a uniform look and feel in a final version. Getting someone outside the group to proofread it also makes sense.

5/ The Business Plan is also a visual advertisement for your idea. Your Business Plan should also make a good visual impression. This can mean linking structures and content to different fonts which are easy to read, and including useful graphs and tables with suitable captions and descriptions. Perhaps you should include a header and footer with page numbers, your name – and if it already exists – your company logo. Add the date every time you update your Business Plan.



While working on your Business Plan it is always easy to get bogged down in detail. This means it is a good idea to sit back now and then and check whether the information you have entered is already sufficient and what added value further analyses might provide. It is vital for the success of your Business Plan that it is comprehensible and coherent. Your complete Business Plan should not be more than 35 pages long, with an additional appendix if required.

IMPORTANT!






Conclusion

Think of the business plan not as a static document to be written and forgotten, but as a dynamic process of discovery.

- **The Idea is the raw, unrefined ore.**
- **The Business Plan is the refining process—the crushing, heating, and shaping.**
- **The Value Proposition is the polished gem that results—clear, valuable, and ready to be presented to the world.**

You don't write a business plan to have a plan; you write it to force yourself to think critically about every assumption behind your idea. By doing so, you inevitably and systematically build a powerful, customer-centric value proposition that is the foundation of any successful business.



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THANK

You!