



# **BUSINESS PLANNING PROCESS**

- 1. Research:** Business planning process starts with a detailed research into the industry, its customers, competitors, and costs of the business.
- 2. Strategize:** A good major source of strategizing is to watch the current practices in that business environment to have a foundation to build the necessary competitive distinctiveness.
- 3. Calculate:** It is essential to calculate and have a rough draft of the financial implications in terms of the expected expenditure and revenues to ascertain a possible profitability at the end of the day.
- 4. Draft:** The fourth step of a business planning process is to begin to draft and flesh up the background work made in the decided strategy and the financial calculations for the actual business plan detailed content.
- 5. Revisitation and Proof-reading to finalize:** The fifth step is to revisit the entire business plan details and reconsider any ambiguity or inappropriate wordings and ideas featuring in the plan.





# **Writing Style of Business Plan**



**A/ clarity:**

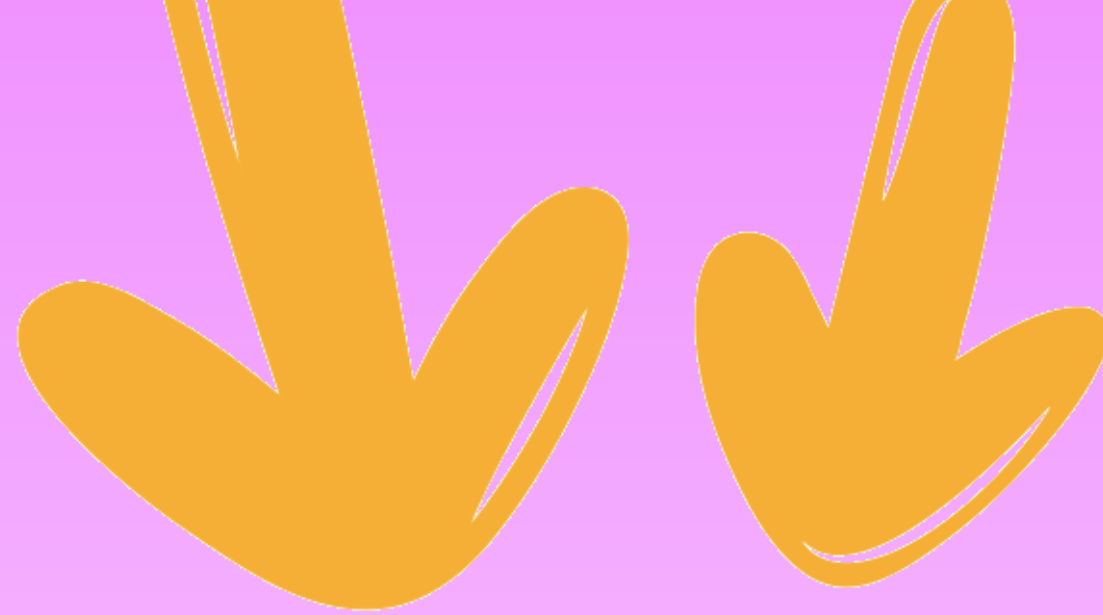
**clear Business Plan should make a good impression. Business Plan should provide suitable answers to all the questions the different readers might ask.**



## **B/ Convincing:**

**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.**

**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.**



**Business Plan should have a consistent style:**

**Once business plan writing 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.**

**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.**



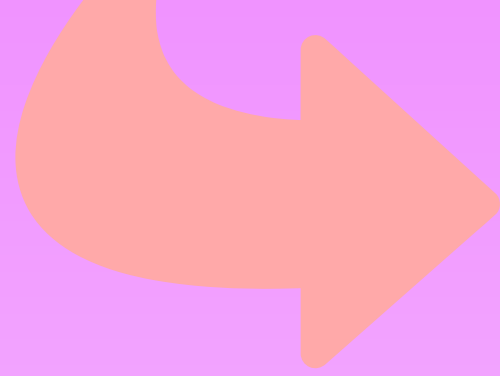
**don't bogged down in detail:**

**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!**





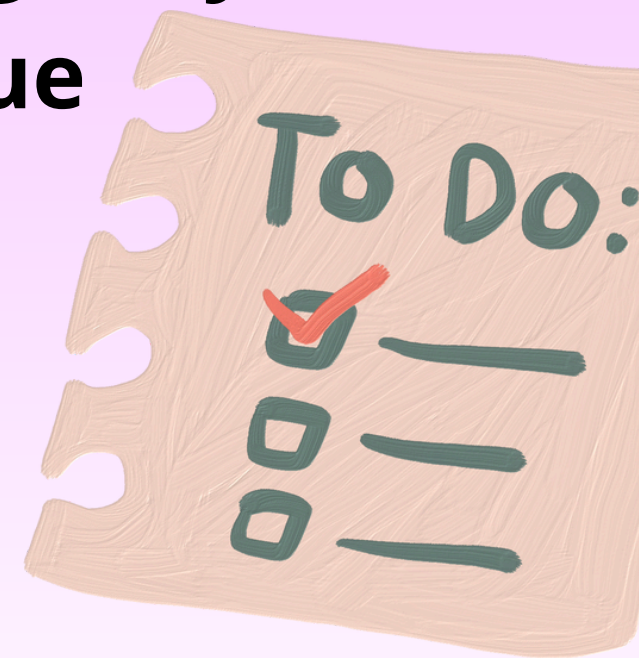


# Conclusion

**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.**





**THANK**  
*You!*