



**New Jersey Small Business Development Center  
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[www.rsfdc.org](http://www.rsfdc.org)**



- ▶ ONE ON ONE “NO FEE” Consulting
  - ▶ GENERAL COUNSEL
  - ▶ BUSINESS PLAN DEVELOPMENT
  - ▶ FUNDING SUPPORT
  - ▶ CASH FLOW PROJECTIONS
  - ▶ MARKETING AND SALES PLANS
  - ▶ GOVERNMENT PROCUREMENT
  - ▶ SPECIALTY SERVICES

# Primary Uses of Business Plan

## DIRECTIONS FOR SUCCESS

- ▶ YOURSELF
- ▶ LENDERS

# Business Plan- Elements

- ▶ Business Description
- ▶ Products/Services
- ▶ Industry Background
- ▶ Marketing Strategy
- ▶ Location
- ▶ Competition
- ▶ Pricing
- ▶ Management
- ▶ Personnel

# Business Plan Financials

- ▶ REVENUE PROJECTIONS
- ▶ START UP COSTS
- ▶ OPERATING COSTS
- ▶ PERSONAL CASH NEEDS
- ▶ DEBT REPAYMENT

# Business Description

- ▶ Brief, general overview
- ▶ Products/Service
- ▶ Identify Ownership
- ▶ Legal Structure
- ▶ Locations - Retail and/or Production
- ▶ History (if existing)

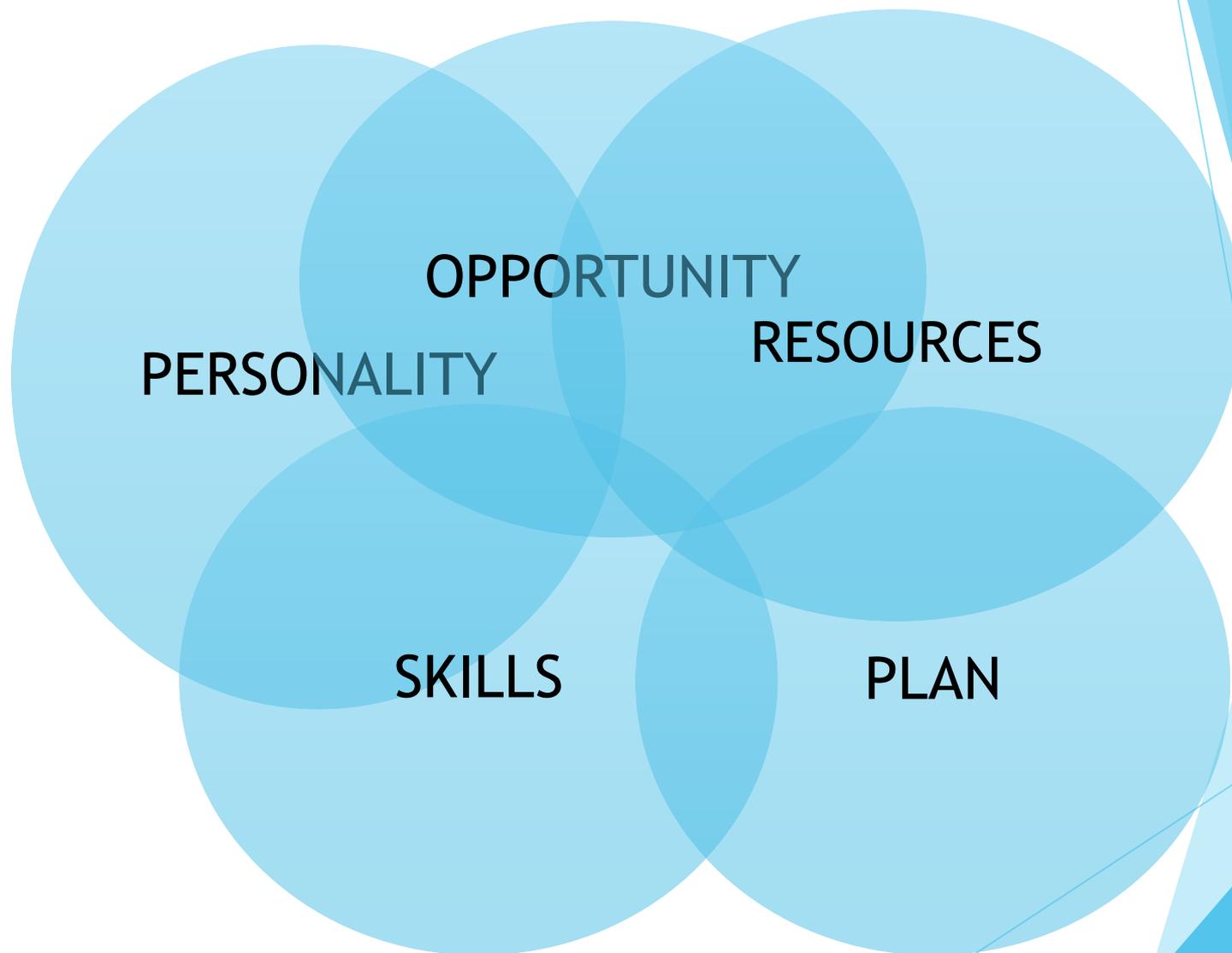
# Products & Services

- ▶ Detailed Description
- ▶ Differentiation/Advantages
- ▶ Production
- ▶ Distribution
- ▶ Menus/Product List
- ▶ Price List
- ▶ Suppliers

# Marketing Strategy

- ▶ Target Market
- ▶ Products/Services
- ▶ Marketing Plan
- ▶ PR Tools
- ▶ Social Media
- ▶ Measurement

**DO YOU HAVE WHAT IT TAKES  
TO BUILD A  
SUCCESSFUL SMALL BUSINESS**



**PERSONALITY**

**OPPORTUNITY**

**RESOURCES**

**SKILLS**

**PLAN**



**OPPORTUNITY**

# OPPORTUNITY

FAMILY BUSINESS

IDEA FOR NEW PRODUCT OR SERVICE

SUDDEN WINDFALL OF CASH

RETIRED

A large, solid blue circle is centered on a white background. Inside the circle, the word "SKILLS" is written in a bold, white, sans-serif font. The background features abstract, overlapping blue geometric shapes, including triangles and polygons, in various shades of blue, creating a modern, dynamic feel.

**SKILLS**

# SKILLS

NATURAL ABILITIES

SELF TAUGHT

EDUCATED

EXPERIENCE



**PERSONALITY**

# PERSONALITY

LEADER

DESIRE

ENERGY

FOCUS

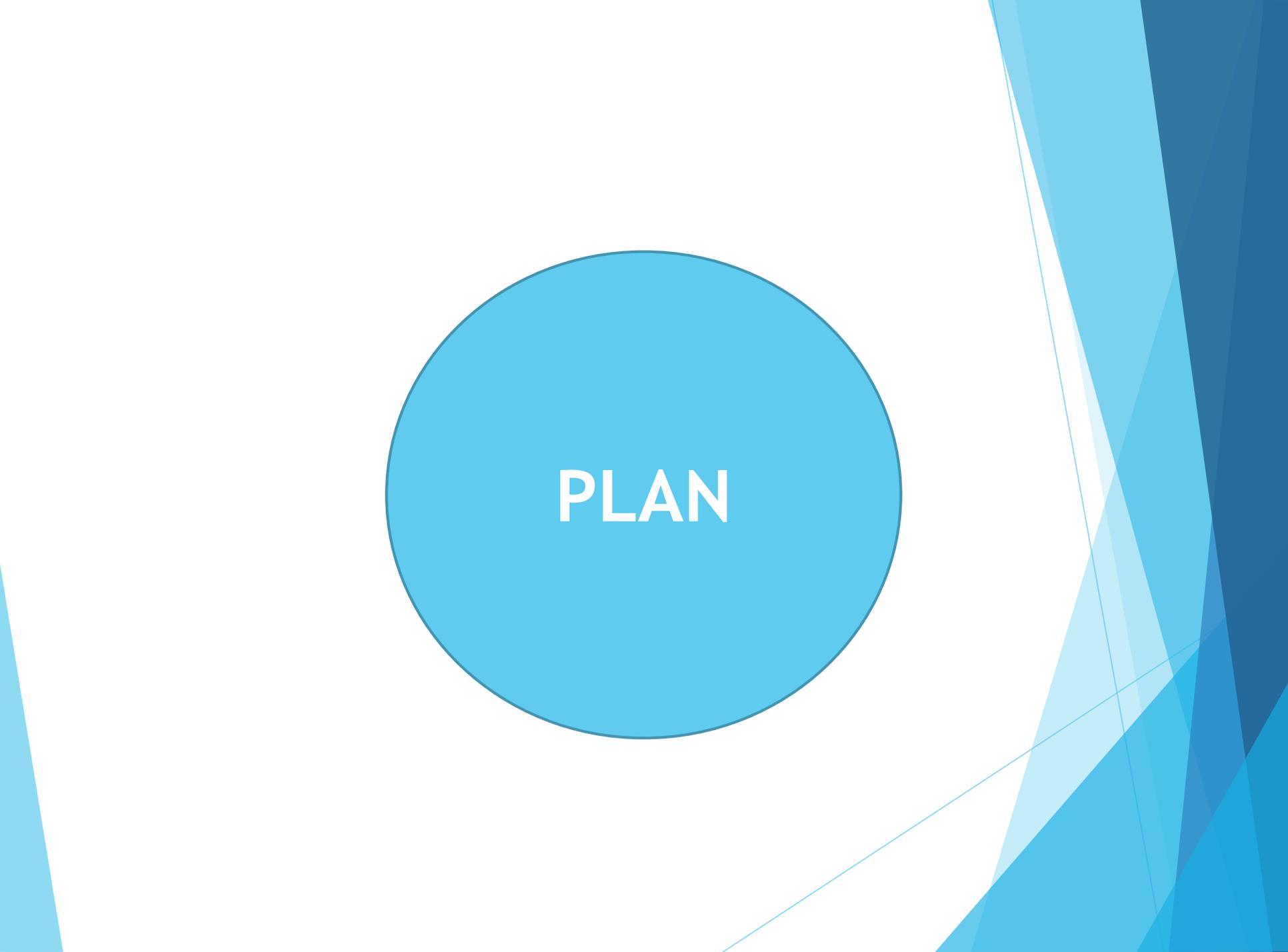
FLEXIBLE

PEOPLE

SETBACKS

SUCCESS

FAILURE



**PLAN**

# PLAN

SALES

OPERATING

MARKETING

SOCIAL MEDIA

FINANCIAL

**GET THROUGH THE FIRST FIVE YEARS**



# RESOURCES

RESOURCES

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PERSONNEL

ADVISORS

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Q & A

[www.rsbdc.org](http://www.rsbdc.org)