

PRESENTATION TIPS

Paying careful attention to the preparation of the written document and the formal presentation can increase the effectiveness of your Business Plan.

Package together your information from the seven general areas discussed and you will have a basic business plan. Use headings to organize the information into an easily readable format. The following presentation tips should help:

- ✓ Ensure that your plan is neatly typed and packaged.
- ✓ Check your plan carefully for spelling and mathematical errors.
- ✓ Understand the contents of the plan thoroughly even if parts of it were prepared with a lot of assistance from someone else.
- ✓ Make the plan realistic by including any negative aspects and their impacts on your plans; but focus on the positive elements.
- ✓ Ask a trusted advisor to review your plan objectively before passing it on to the intended reader.
- ✓ FINALLY, does the plan demonstrate:
 - Realistic market share?
 - Reasonable marketing strategy?
 - Well-planned operations?
 - Capable management?
 - Identification of all costs?
 - Sufficient funding for both start-up and ongoing operations?
 - Realistic financial forecasts?

With all this planning being done, your business has both a greater chance of obtaining any financing you may need and becoming a SUCCESS!