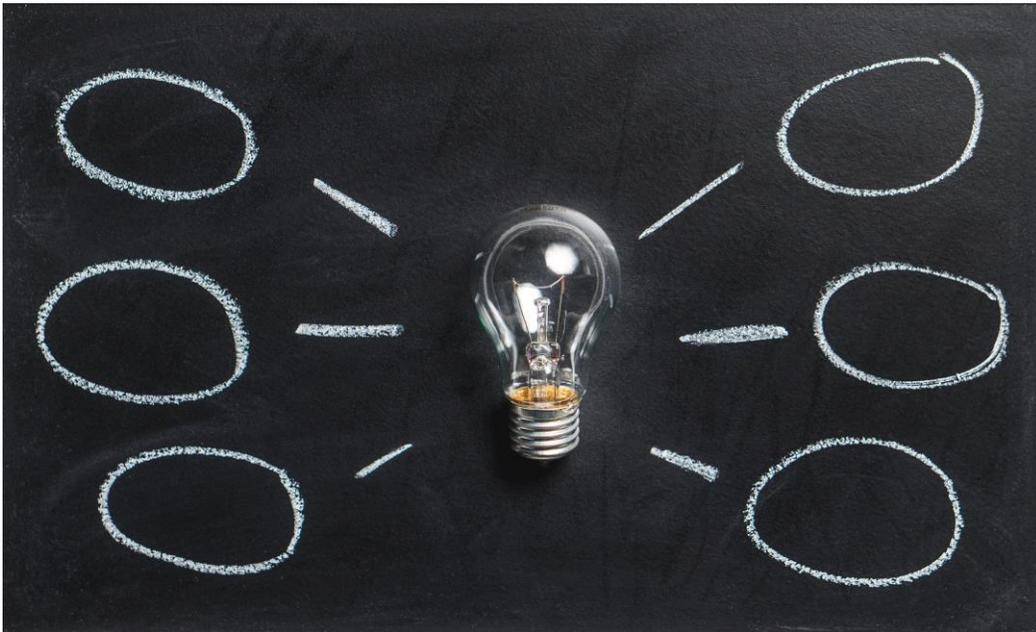




BETTER LEADERS. BETTER LIFE.
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The ABIDING BUSINESS WORKBOOK

Build the Best Business Plan to Create a Secure Future



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Greetings!

If you've picked up this workbook, you've decided to start your own business! Congratulations! This is a turning point in your life and an experience like none other.

The idea for this workbook is to generate conversations, not just paperwork. You'll have many others involved in your success. This may include family members employees, bankers, investors, mentors, coaches, and friends. Let the following pages guide those conversations.

It will take you a while to gather all the documentation requested in this workbook. When you finish, you will be very sure about the path you selected! You will have a great story to tell!

This workbook may help you qualify for financing, but more importantly, you'll understand the impact your business will have on your community, your country, and your own life!

This is just the start. Included here is also a list of all the various documentation you will need to create over time. I suggest you review the whole workbook first and create a file or folder in which to gather all the details. Please consider reaching out to the SBA SCORE organization to get further information as well.

If you have supporting information, please be sure to attach it.

If you have questions, please don't hesitate to contact me. Best of luck with your new adventure!

Remember: **Luck favors the prepared.**

-Louis Pasteur

Confidentiality Agreement

The undersigned _____ [Reader] acknowledges that any information provided in this plan by _____ [Principal], which is not already in the public domain, is confidential in nature, and that any disclosure or use of same by the reader may cause serious harm or damage to Principal or their business.

Therefore, the undersigned agrees not to disclose any information included here without express written permission from Principal.

Upon request, Reader will immediately return this document to Principal.

Signature

Name (typed or printed)

Date

This is a business plan. It does not imply an offering of securities.

General Information

Date: _____

Principal/Owner:

Name: _____

Full Address:

Phone: _____

Website: _____

Principal's Email address: _____

Partners or other owners: How many? _____

Name: _____

Full Address:

Phone: _____

Email address(es): _____

If more than two partners/owners, add a page please.

Executive Summary

[It may be helpful to write this portion after you complete the rest.]

An overview of your business idea (one or two sentences).

A description of your product and/or service. What problems are you solving for your target customers?

Your goals for the business. Where do you expect the business to be in one year, three years, five years?

Your proposed target market. Who are your ideal customers?

Your competition and what differentiates your business. Who are you up against, and what unique selling proposition will help you succeed?

Your management team and their prior experience. What do they bring to the table that will give your business a competitive edge?

Financial outlook for the business. If you're using the business plan for financing purposes, explain exactly how much money you want, how you will use it, and how that will make your business more profitable.

Why did you choose this line of business?

What else would you like to share about your business and how you will succeed?

Company Description & Purpose

Company Values Statement:

Company Vision Statement:

Company Mission Statement:

Company goals, including how your business will benefit the local community:

Standard Industrial Classification: _____

Competition in your area/industry:

Legal structure (LLC, Sole Prop, etc.): _____

List of owners and percentage of ownership:

Startup Expenses & Capitalization

How much do you need? _____

How will you finance your endeavor?

Please list all contact information for your financial consultant(s),
accountant, CFO, etc.:

12-month profit & loss projection

Cash flow projection

Please attach the following:

- Personal Financial Statement – please attach
- Projected balance sheet: please attach
- 3-year profit & loss projection: please attach
- 3-year cash flow statement: please attach
- Break-even calculation:

Startup Costs - Sample List

- Production costs
- Marketing costs
- Brand recognition challenges
- Finding qualified employees
- Need for specialized technology or patents
- Tariffs and quotas
- Unionization in your industry

Products & Services

Your company's products and/or services:

The problem the product or service solves:

Unique aspects of your product/service:

What liabilities might be involved?

Intellectual property you own or will file - copyright/patent/trademarks:

Any proprietary features that give you a competitive advantage:

Pricing structure for your product or service:

Technical specifications about your product/service:

What suppliers might you need?

How is your product produced (or service delivered)?

Product/service features and benefits

Describe the most important features:

What is special about it?

Describe the most important benefits:

What does it do for the customer?

After-sale services

Product delivery

Warranty/guarantee

Service contracts

Ongoing support

Product Training

Refund policy

Product or Service Pricing

Compare your prices with your competitors'. Are they higher, lower or the same? Why?

How important is price to your customers?

Type of Pricing

Do you use Cost Plus or Value Based Pricing? _____

Cost Plus - The costs of making/obtaining your product or providing your service, plus enough to make a profit

Value Based - Based on your competitive advantage and brand (perceived value)

Other: (please explain) _____

Credit policies

If you plan to sell to customers on credit, explain:

Is this typical in your industry (do customers expect it)? _____

What will your credit policies be?

How much credit will you extend? _____

What are the criteria for extending credit?

How will you check new customers' creditworthiness?

What credit terms will you offer?

Detail how much it will cost you to offer credit & show that you've built these costs into your pricing structure.

How will you handle slow-paying customers?

Explain (or attach) your policies, i.e. follow up on late payments, and attorney or collections agency involvement.

Marketing Plan

This section provides details on your industry, the competitive landscape, your target market and how you will market your business to those customers.

Market research

Positioning/Niche Description:

Primary – your own research and observations show:

Who will benefit from your idea?

What have you personally observed about this need?

Secondary:

Demographics

Total size of your industry: _____

Trends in the industry – growing or shrinking?

The total size of your target market:

What share/% is realistic for you to obtain? _____

Trends in your target market – is it growing or shrinking? _____

How are customer needs or preferences changing?

Barriers to entry

Threats and opportunities that you anticipate:

Examples:
Changes in government regulations
Changes in technology
Changes in the economy
Changes in your industry

Target customer

Is your product or service a Business to Consumer (B2C) type or a Business to Business (B2B) type? _____

Who will be most likely to buy your product or service?

Age Group: _____
Gender _____
Location: _____
Income: _____
Occupation: _____
Education level: _____

Which type of Business will buy from you (if B2B)?

Industry: _____
Location: _____
Size: _____
Stage in business (startup, growing, mature): _____
Annual sales: _____

Competition

Key DIRECT competitors:

Indirect Competitors & other options for spending time & money :

How will you market your product/service?

Check all that apply

- Online
- Print
- Radio
- Cable television
- Out-of-home
- Business website
- Social media marketing
- Email marketing
- Mobile marketing
- Search engine optimization
- Content marketing
- Print marketing materials (brochures, flyers, business cards)
- Public relations
- Trade shows
- Networking
- Word-of-mouth
- Referrals

Paste your **logo** here, or attach separately:

Promotional budget

Budget Before startup (These numbers will go into your startup budget)

On an ongoing basis (These numbers will go into your operating plan budget)

Location(s)

Please list location addresses or regions:

Is it a convenient location for customers? _____

Adequate parking for employees and customers? _____

Proximity to public transportation or major roads:

Type of space (industrial, retail, etc.): _____

Types of businesses nearby: _____

The size of your location: _____

The type of building (retail, industrial, commercial, etc.): _____

Zoning restrictions:

Accessibility for customers, employees, suppliers and transportation if necessary:

Costs including rent, maintenance, utilities, insurance and any buildout or remodeling costs:

Utilities

Distribution channels

Please explain how and where you sell your products and/or services.

These may include:

- Retail
- Direct sales
- Ecommerce
- Wholesale
- Inside sales force
- Outside sales representatives
- OEMs

If you have any strategic partnerships or key distributor relationships that will be a factor in your success, explain them here.

12-month sales forecast

What do you expect and why?

“Best guess” scenario (what you really expect)?

“Worst case” scenario (one you’re confident you can reach no matter what).

Keep notes on the research and assumptions that go into developing these sales forecasts. Financing sources will want to know how you decided the numbers.

Operational Plan

Production

Describe your production methods, the equipment you’ll use and how much it will cost to produce what you sell.

Quality control

Describe the quality control procedures you’ll use.

Legal environment

How are you prepared to handle legal requirements?

Licenses and/or permits

Any trademarks, copyrights or patents?(Y?N) _____

Insurance coverage:

Environmental, health or workplace regulations affecting your business:

Any special regulations affecting your industry:

Bonding requirements, if applicable:

Inventory

If your business requires inventory, explain:

What will you keep on hand (raw materials, supplies, finished products)?

Average value of inventory? \$ _____

What inventory turnover do you expect? How does this compare to industry averages?

Seasonal inventory expectations? _____

Lead time needed for ordering inventory? _____

Suppliers

List your key suppliers' names, addresses, websites

Type and amount of inventory furnished:

Their credit and delivery policies:

History and reliability:

Do you expect supply shortages or delivery problems? Y/N _____

If yes, how will you handle them?

Do you have back-up suppliers for critical items? Y/N _____

Do you expect the cost of supplies to hold steady or fluctuate?

If the latter, how will you deal with changing costs?

What are your suppliers' payment terms?

Management & Organization

Please attach biographies & resumes of owners.

Ownership percentages:

Key Employees:

Gaps in talent you'll need to fill:

List the members of your professional/advisory support team, including:

Attorney: _____

Accountant: _____

Board of directors: _____

Advisory board, if any:

Insurance agent: _____

Consultants:

Banker: _____

Executive Coach _____

Other advisors: _____

Personnel

What types of employees? _____

Are there any licensing or educational requirements? Y/N _____

How many employees will you need? _____

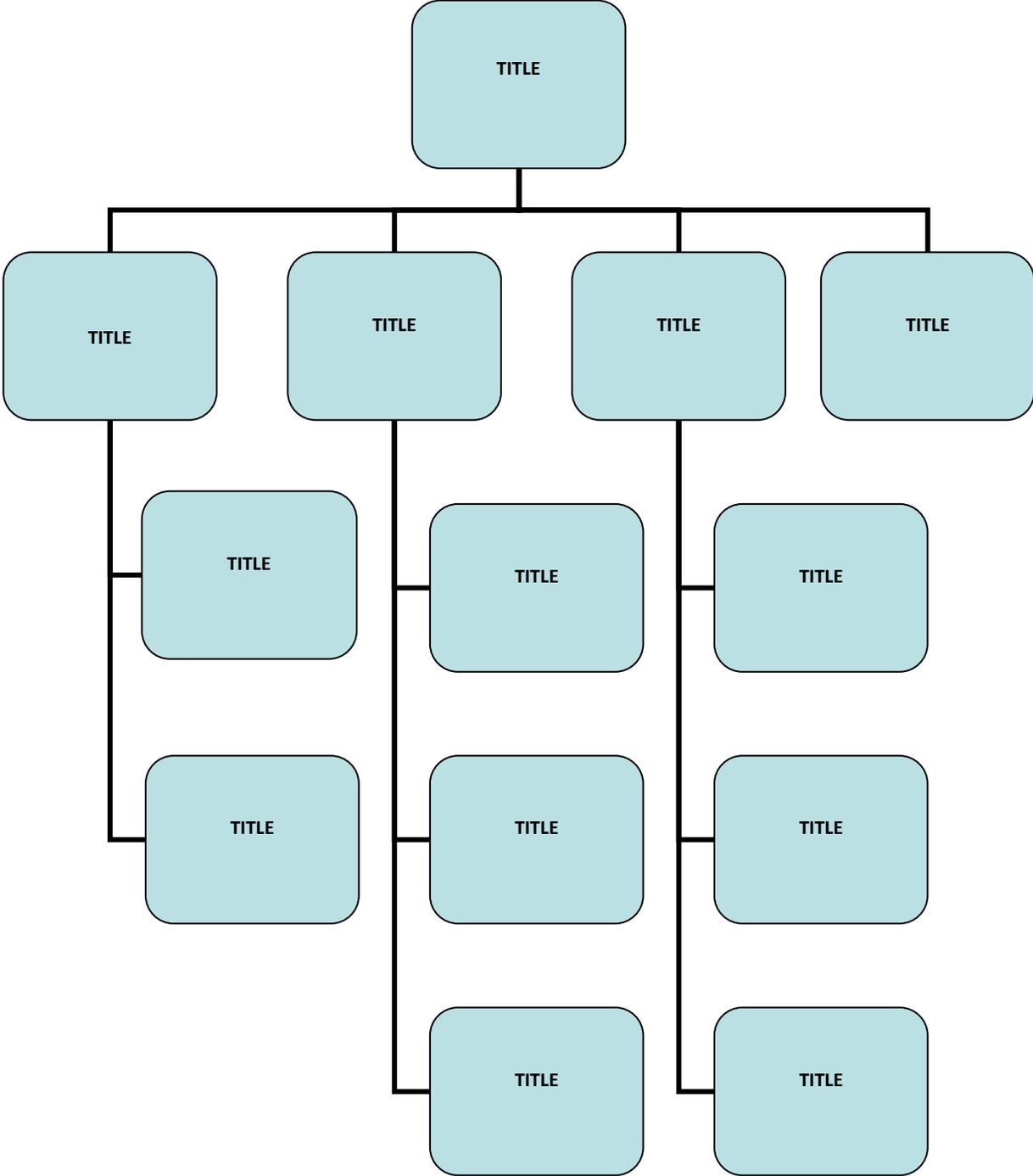
Will you ever hire freelancers or independent contractors? Y/N _____

Attach job descriptions & pay structure for each position.

How do you plan to find qualified employees and contractors?

What type of training is needed and how will you train employees?

Organization Chart



Business Documents Checklist

Please attach the following as applicable

<p>Articles of Incorporation Blueprints Budgets & Financial Statements Business Plan Bylaws Disciplinary Forms Emergency plan Employment Agreement Equipment lists Founders Agreement Human Resources Manual Intellectual Property Agreements Job Descriptions Key Performance Indicators Leases Letters of intent</p>	<p>Management Resumes Marketing Plan Online Privacy Agreement Operational Agreement Organization Chart Other Assets Performance Review Forms Plan on a Page Poster Press Kit Purchase Orders Quarterly Strategic Reporting Forms Remote Employee Protocols Safety Manual Standard NDAs Strategy Plan Succession Plan Tactical Plan for Each KPI Technical Procedure Manuals</p> <p>Others specific to your organization or industry</p>
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