



## Business Planning

Developing a business plan is easier than you might think. Jacquard's Business Planning Profit Project® connects common sense with fresh looks at the market, products, services, your fulfillment capability and finances. Bringing together your executive team is an aligning process resulting in common understanding and key initiatives with measurements. This process works for startup, existing and newly acquired businesses in all industries. The process is customized for each individual company.

### Principles

- Your business plan must be market driven
- It is a team project - Involve and align the organization
- Keep it simple, specific and realistic but goals should be stretched
- Plans require measurements for regular management review
- Question vertical integration vs. partnerships
- Design of cash generation alternatives
- Examine alternative channels of distribution

### Subprojects

- Define the market and competitors
- Product and services sales forecast
- Fulfillment potential
- Financial forecast, including a hard soft analysis
- Capital Plan
- Communication Systems – internal and external
- Key Initiatives – company and departments
- Investor Packages (if appropriate)
  - Return analysis
  - Investor presentations

Like all Jacquard Profit Projects, the Business Plan process is specifically designed for your company and situation. The process can work with people experienced or new to Business Planning. See also Jacquard business Potential Assessment.

### Measurements

- New Customers and market share
- Financials - Performance to plan numbers
- Initiatives - Performance to plan programs
- Milestone dates

### Deliverables

- A Formal Plan
  - Financials
  - Key Project Roadmaps
  - Management Reporting Process

#### Jacquard's Profit Projects™

- Straightforward, proven and universally applicable
- Focused and customized to a company's unique needs
- Easily understood by all employees

#### What they do for you ...

- Improve customer delight
- Build greater market share
- Increase profitability and cash
- Strengthen leadership
- Align people with company goals

