

Your Business Plan

Ray Phillips

Business Plan Outline

- Cover Sheet

Business Plan Outline

- Cover Sheet
- Executive Summary

Business Plan Outline

- Cover Sheet
- Executive Summary
- Business Description

Business Plan Outline

- Cover Sheet
- Executive Summary
- Business Description
- Business Structure

Business Plan Outline

- Cover Sheet
- Executive Summary
- Business Description
- Business Structure
- Management

Business Plan Outline

- Cover Sheet
- Executive Summary
- Business Description
- Business Structure
- Management
- Operating Procedures

Business Plan Outline

- Market Analysis

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- Competition

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- Market Analysis
- Competition
- Pricing

Business Plan Outline

- Market Analysis
- Competition
- Pricing
- Location

Business Plan Outline

- Market Analysis
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- Pricing
- Location
- Professional Relationships

Business Plan Outline

- Market Analysis
- Competition
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- Location
- Professional Relationships
- Financial Plan

Marketing

Charles Sobel and Howard Geltzer

Marketing for Small Business – A Continuing Process of ...

- Presenting yourself to your target customers
- Persuading them to buy from you
- An ongoing process of learning, planning and doing

The Purpose of Marketing

- To establish and enhance
 - Your customer base
 - Your identity
 - Your sales
- To “Move the Merchandise”
 - At a profit
 - Within a set time frame

“Marketing” Includes ...

- Research and planning
- Product development/design
- Presentation/display
- Merchandising and pricing
- Communication
- Sales, Selling

Communications and Sales Tools

Elements of Marketing Communication

- Direct Marketing

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- Direct Marketing
- Advertising

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- Direct Marketing
- Advertising
- Telemarketing

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- Advertising
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- Public Relations

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- Branding/Brand Recognition

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- Direct Mail Promotion

First Steps in Marketing

- To study and understand
 - Your products or services
 - Your target customers
 - Your competition
 - Your location
 - Yourself and your resources

How well do they all fit together?

Positioning Statement

- Who/what are you?
- What are you (really) selling?
- To whom?
- Through what channels?
- What's in it for your customers?
- Why should they buy from you instead of your competitors?

Marketing Strategy/Plan

Should include:

- Your goals
- Your target market(s)
- Your primary message or messages
- The communication tools you will use
- How you're going to make & close the sale
- Your budget

Your Message Should Focus On ...

- Your business
- Its consumer benefits
- Your USP (Unique Selling Proposition)

Your Communication Should...

- Announce something new
- Imprint key ideas
- Build/reinforce your brand
- Persuade target customers to buy

Communications & Sales Tools

Advertising

- Media
- Directories
- Internet
- Signage
- Database

Public Relations

- Releases, etc...
- Public Projection
- Promotion
- Sales events

Communications & Sales Tools

Sales

- Personal, direct
- Networking, referrals

Merchandising

- Atmosphere
- Ambiance
- “Look”

Evaluating Your Advertising

– Is It...

- Focused on your message, your USP?
- Geared to key benefits?
- Consistent with your business?
- Clear, understandable
- Attention-getting, unique?
- Timely?

Evaluating Your Advertising

– Is It...

- Realistic, deliverable?
- Is it bringing in customers?
- Is it bringing in inquiries?

Principles of Marketing

Principles of Marketing

7. Niche

Principles of Marketing

7. Niche

6. Name

Principles of Marketing

7. Niche

6. Name

5. Look

Principles of Marketing

7. Niche

6. Name

5. Look

4. Distribution

Principles of Marketing

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6. Name

5. Look

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2. Marketing Communications

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1. Timing

Evaluating Your Website

– Is It...

- Easy to find, to navigate
- Attractive, colorful

Evaluating Your Website

– Does It...

- Load quickly?
- Clearly present your business?
- Put your best foot forward?
- Make buying easy?

Essentials of Personal Selling

- Salesmanship
- Customer Relations
- Motivation
- Closing the sale
- Customer service

Knowing and Keeping Your Customers

- Identify your best customers/prospects
- Build and maintain a customer database
 - Get phone numbers, addresses, etc...
 - Contact them on a regular basis
 - Give them advanced notice of sales and events
 - Offer specials and discounts
 - Get feedback, learn from them.
- Let them know you value them
- Maintain and use your database

Build on Your Experience

- Review and refine your offerings, marketing program, etc...
- Continue to advertise and promote
- Become known in your market
- Stay tuned to market changes
- Get feedback from customers and others
- Network

The only constant is change!

SCORE :

“Essentials for Starting and Growing Your Own Business”

- *Your Business Plan.* **Ray Phillips**, a business plan specialist, was a managing partner of a large certified public accounting firm.
- *Marketing for Small Business.* **Charles Sobel** was the chair and president of Market Probe International, Inc. with American Airlines, ExxonMobil, and Pfizer as clients.
- *Communications and Sales Tools.* **Howard Geltzer**, co-founder of a public relations firm Geltzer & Company, created the award-winning Sony Walkman product launch.