

Writing an Effective Business Plan Workshop

October 11 • 1pm-4pm • Shippensburg University
December 14 • 9am - Noon • Shippensburg University

Developing a business plan is often the most important step in starting a new business. Business planning allows you to get a realistic appraisal of the potential viability of a new business prior to deciding to launch. A good business plan serves as a "roadmap" to guide a new business through the start-up process or a growing business through expansion. The business plan can be invaluable in terms of garnering financing support for your business and as a management and marketing guide.



Special Presenter: A financing professional from F&M Trust will present the financial portion of the workshop



ANALYSIS
SOLUTION
PROCESS
OBJECTIVES
TEAMWORK
VISION
SALES

What you Will Learn:

- What a business plan is & why all new & existing businesses need one
- The 5 major reasons for having a written business plan
- How a strong business plan can help you to make decisions, evaluate strategies, and convince others that your business is sound
- How to avoid the mistakes many business owners make when preparing a plan
- The parts of the business plan that are of most interest to lenders & investors

Register with the Shippensburg University SBDC:

- Call 717-477-1935
 - Email SBDC@ship.edu
 - Register online at www.ship.edu/sbdc
- \$15 per business

REGISTRATION IS REQUIRED