

3/30/2009



YOUR
COMPANY
NAME

(YOUR CUSTOM COVER ART)



Proposal Submitted | Gina Diaz/GCI Solutions

Proposed Business Plan Table of Contents:

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Project Assessment

GD Biz Solutions has the capacity and capability to provide an in depth look at the goals and objectives of the business plan project. Gina Diaz has over 20 years experience of business management with global corporations, medium, small and non-profit organizations. In addition, Gina Diaz has over 10 years of consulting, and is passionate about providing solutions to small business start-ups and turnaround opportunities. The GD Solutions approach is to apply business principles combined with resourceful product knowledge to developing a comprehensive customized business plan.

I. Establish Vision, Mission, Short Term and Long Term Goal, Vision and Mission

Task 1: Create, develop and/or enhance vision and mission statements

A. Vision – Owner’s vision (7 Mindset Principles of great performers) :

1. Passionate
2. Positive Attitude
3. Patience
4. Energy
5. Confidence
6. Ability to Anticipate Events
7. Focus

Task 2: Identify your goals (*profit & serve a unique purpose in the community*)

- A. Why are you starting a business? Is this your passion?
 - a. Attention required for this business (@ 7 days a week...“requires a labor of love,” type commitment.)
 - b. Considerations
- B. What do you want to accomplish? Near term, short term?
 - a. Financial goals
 - b. Desired outcomes
 - c. Impact on personal life/ direct effect on other’s lives
- C. Talk to others in the industry. Establish benchmarks and best practices!
 - a. Mentor
 - b. Expert Judgment

Organizational Structure

Task 3: Establish type of business structure (partnership, corporation, broker)

- A. Tax Structure
- B. Investor types- Angel Investor, Venture Capitalist, Preferred Stockholder
- C. Governance (Strategically aligned with overall vision)
- D. Establish Advisory Committee (Strategic Plan for selecting members)

Task 4: Proactively consider business scalability

- A. Growth Strategy
- B. Opportunistic Markets

II. Select a site and type

Task 7: Decide what site needs you will have

Task 8: Contact a Manufacturer or Vendor

The time to look into your local zoning, planning commission and fire code requirements is before you get any estimates or drawings. An estimate for store build out will alleviate costly and frustrating guestimating.

III. Determine the market potential

Who is going to buy your products? Analyze the competition, what is your advantage over them?

Task 9: Market Assessment

- A. Buyer profile
- B. Buying trends
- C. Socioeconomic factors

Task 10: Competitive Analysis

- A. Historical market performance
- B. Perception
- C. "Sweat Spot" v. Weakness

Task 11: Strategic Marketing Campaign

- A. Cost effective campaign to reach target market

- B. Utilize Civic Passes (Climate Change, Educational initiatives, “Green “ campaigns) to expedite plan and maximize marketing dollars
- C. Develop Political Strategy to create the right synergy to realize regional opportunities
- D. “Blue Ocean” Campaign

III. Operations and Management

Successfully demonstrate management competency, operations plan, and specific tools for ensuring successful management and operation

Task 12: Develop and Plan of implementation

- A. Develop Process
- B. Operational Plan
- C. Compliance and Reporting
- D. Invoicing Procedures
- E. Payables Procedures
- F. Budgets
- G. Financial Reporting
- H. Projections
- I. Risk Assessment and management plan
- J. Critical issues and concerns

IV. Financial Reporting

Financial Statements are a business owner’s tool to proactively calibrate and adjust plans and strategies in order to realize successful outcomes. Depending on the type of investor, there are different ways to present your businesses financial performance.

Task 13: Personal Financial Statement and tax records (Required by traditional lenders)

Task 14 : Financial

- A. Balance Sheet
- B. Income Statement
- C. Cash Flow Statements
- D. Financial ratios and performance analysis