

Business plan – A development concept

What is a business plan?

A business plan is an exact description of

- A company
- Its ideas and
- Objectives

A business plan is a useful tool when starting up a new business, but it is also useful in connection with reassessment and new thinking in existing companies.

Business plan and customer strategy

The preparation of a business plan can form part of the preparation of a customer strategy and the integration of a CRM culture into the advisory unit.

What is the purpose of a business plan?

A business plan describes the current stage of development of a company. It provides clarity and holds the focus on future high priority areas. In other words, the business plan is a plan for the further development of the business.

A basic structure

A business plan contains a basic structure which is adjusted to the individual advisory unit. Typically, the basic structure of a business plan for an advisory unit is made up of the following:

Current description of the company

- Company and management – conceptual basis
- Products and services
- Markets and competitors

Ideal future situation

- Competitive strategy of the company
- Sales and marketing
- Production
- Prognoses and financial data
- Financing requirements
- Company control
- Risk assessment

Implementation and action

- Development, timetable and action plan
A process sequence

The following outlines the process with which the individual advisory unit can prepare its own business plan. The extent and contents are adjusted to the individual unit.

Ideas Concretisation Implementation

Advantages of a business plan

A business plan brings into focus your advisory unit as well as future activities, including earning opportunities and growth areas.

We offer

Our qualified business process consultants carry out a systematic and controlled process for the management group, the board of directors and/or the entire group of employees. We participate in the whole process from planning to elaboration of the business plan until the final result. We also offer sparring as regards compliance with and implementation of the business plan in everyday life.



Contact...

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