

Eagle Strategy Group

Business Plan Writing & Assessment Program

Business Plans are not just for Startups.

The business plan is an organic document that changes and grows with an organization. It should never be thought of as a document to serve one purpose, secure financial backing, and then left to collect dust. Because the Business Plan puts the strategy and goals of a business in writing, it is the most important document for any startup AND existing company.

Each section of the Business Plan can be utilized by various people throughout the organization. For example an investor or manager will look at the Financial Plan section of the Business Plan to review the company's financial goals and milestones to monitor the success of the company. Or, one can look at the Marketing Plan 3 months, 6 months, 1 year, etc. after the Business Plan was written and determine how well the business has penetrated the target markets defined in the plan.

Startup's Business Plan Uses:

- Focus management on a strategy and goals.
- Financial Plan and other sections that include goals such as number of customers give management a way to measure results.
- Training tool for new managers and employees to understand the business.
- Secure internal or external financial backing.
- Secure other external support, such as accounting, legal, consulting, strategic suppliers and customers.

Existing Organization's Business Plan Uses:

- Re-focus management on the organizations strategy and goals or on a new strategy and goals.
- Secure external financial backing.
- Articulate operating changes and the intended results of the changes such as reorganization of the structure or carrying out M&A activities.
- Define the strategy and goals of moving into a new business area, or adding a new product line.
- Measure results.

What you get in the Business Plan Writing and Assessment Program?

- A free consultation to review your company's business, goals and the goals of the project.
- As a follow-up to the consultation, a proposal for the project including how the hours will be spent.
- Ten hours of consulting to write, assess, re-write your business plan or specific section of the plan. Or have Eagle Strategy Group conduct market and/or competitor research.

Cost of the Business Plan Program

- **Now only \$250** – Normally \$500*
- \$50 down with the return of the signed proposal and \$200 at completion of the project.
- This is 10 hours of consulting plus the consultation and proposal at less than \$21/hour.
- That is less than 50% of Eagle Strategy Group's hourly consulting rate.

Eagle Strategy Group provides Strategy Consulting Services to small and medium sized businesses. We specialize in developing strategic solutions in Operations, Information Technology (IT), Startup, and Merger and Acquisitions (M&A), as well as provide interim management support.

Startups and companies in need of a strategic reorganization have found Eagle Strategy Group to be a strong partner with the ability to quickly complete Business Plans and execute other strategic projects. Our experience launching and reorganizing businesses and contacts in the private equity and banking communities will accelerate your time to market. The faster your company can go to market or reorganize and start positive cash flow the less capital is needed and the more you can concentrate on your core business instead of where the money will come from.

For more information on how Eagle Strategy Group can improve your financial performance visit www.eaglestrategygroup.com and contact us with questions via email at info@eaglestrategygroup.com

* - Price subject to change without notice.