

Insight Consulting

WINNING BUSINESS PLANS

Need A Business Plan?

- You are applying for a grant, loan, or equity funding.
- Your business is growing and the plan in your head just isn't enough anymore.
- The economy has changed and your acceptable level of risk is different.

Have A Business Plan?

- You created a plan a few years ago and never looked at it again.
- Your industry is changing and you need a fresh look at your market.
- Your business is not growing at the pace it used to.

A **solid business plan** makes you more **successful**— no matter what industry you are in, the size of your business, or the depth of your business experience. A written, credible, thorough plan integrates all aspects of your business, ensures that relevant issues are considered, creates a **blueprint** for success, and provides a **persuasive tool** when seeking funding.

The business planning process starts by determining your strengths and weaknesses, identifying your products and services, and establishing financial and operational goals. Market size, growth rates, technological advances, technological changes, and emerging trends are analyzed to shape and validate your plans.

Business Plan Contents

- I. Introduction
- II. Company Analysis
- III. Market Analysis
- IV. Marketing Strategy
- V. Management and Organization
- VI. Operations
- VII. Financials

A marketing strategy is developed which includes your mission statement, marketing message, customer segmentation, distribution channels, sales plans, pricing strategies, and advertising plans.

The business plan then demonstrates how you operate to achieve the objectives by describing your management structure, your operations, timeline, and your financials.

Insight Consulting can bring your business plan to life by applying our years of **experience** in creating business plans, our business **knowledge**, the value of an "**insightful outsider**" view of your business, modular **flexibility**, and **affordable** pricing. For a complimentary business plan consultation, call us today!

BUSINESS PLAN CRITICAL SUCCESS FACTORS

- **Readability** of document
- **Communication** appropriate to the business plan's audience
- **Credibility** of plan supported by independent market research and knowledge of your customers
- **Demonstration** of your capabilities and competitive advantage
- **Integration** of all aspects of your business
- **Completeness** of your plan
- **Achievability** of financial and operational goals and timelines
- **Anticipation** of the unexpected

INSIGHT CONSULTING BUSINESS PLAN PRICING

Bronze Level:	\$1,500
Silver Level:	\$4,500
Gold Level:	\$9,750
Platinum Level:	\$15,000+

Insight Consulting has flexible pricing to address our customers' wide range of needs. Some customers need complete business plans created, researched and analyzed. Other customers have the required information but need more effective packaging.

During our complimentary initial consultation, we review each section of the business plan and determine the pricing plan that is right for you.

Business Plan Review: Already have a business plan but want an impartial review by an insightful outsider? For only \$500, we will review your business plan and provide detailed, written feedback.



Contact Insight Consulting for a complimentary consultation to learn how we can help your business grow.

Visit our website at:
www.insightactionimpact.com

Contact us at:
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or

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Why Insight Consulting?

Customization

- We provide extensive marketing support tailored to the individual needs of your small (up to five hundred employee) business
- We avoid bureaucracy and high overhead costs to provide you the quality consulting services you may have thought only large businesses could afford

Expertise

- We use our technology skills and expertise to evaluate complex issues
- We assess where your company is today and what is happening in your industry
- We help you grow your business by developing objectives and plans to achieve your goals
- We analyze issues and recommend the course of action
- We apply our business experience to provide a fresh perspective to your business challenges

Results

- We develop revenue generating and expense control tactics
- We use efficient and effective processes to obtain your desired results
- We ensure appropriate metrics are in place to validate the impact of actions taken
- We modularize our recommendations so that you can implement according to your timeline