



## **INSIGHT CONSULTING INTRODUCES BUSINESS PLAN PRODUCT AT NSACI BUSINESS EXPO**

**Hoffman Estates, Illinois, September 16, 2002** – Insight Consulting, LLC, today announced the addition of a business plan product to its product line. The company will officially launch the new service at the Northwest & Schaumburg Association of Commerce and Industry (NSACI) Business Expo on September 24.

“Small businesses want to be poised to take advantage of improvements in the economy. But to be ready, they need a sound business plan,” noted Peggy Morrow, Insight Consulting principal.

According to Morrow, “A solid business plan makes any business more successful—no matter what the industry, the size of the business, or the depth of business experience of the owners. A written, credible, thorough plan integrates all aspects of a business, ensures that relevant issues are considered, provides a blueprint for success, and is a persuasive tool when seeking funding. Insight Consulting’s business plans meet these needs.”

Insight Consulting specializes in strategic planning services, process improvement, market analysis, workshop services, regulatory analysis, and marketing communications for small businesses. By offering consulting services tailored to the needs of the small business with up to 500 employees, Insight Consulting provides affordable pricing for services that many business owners might have thought were only available to large companies.

For more information about their business plans, visit Insight Consulting at booth 116 at the NSACI trade show on Tuesday, September 24 at Harper College in Palatine, Illinois.

To learn more about Insight Consulting’s services for small businesses, visit their website at [www.insightactionimpact.com](http://www.insightactionimpact.com).

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