



## **Business Plan Guide**

Congratulations, you have taken the first - best- step in starting your business. Writing a business plan, especially for those who do not come from a business background, may seem daunting. But worry not, we will ensure that everything is accounted for! The business plan can be broken down into several clear and logical modules. It forces you to think ahead, plan and can always be used to reassure you of your business' direction. Setting a direction and having a benchmark to compare your progress against will lead to greater awareness and better performance.

Below is are the types of business plans we offer:

### **1. Single-Use Plans: ( Starting at \$150)**

A single-use plan is meant for a particular situation. It is designed to accomplish a specific objective within a relatively short period. It is tailored to fit a specific situation. This plan ceases to exist once the objective is achieved. It is non-repetitive in nature. Budgets, strategies, objectives, and programs are examples of a single-use plan.

### **2. Short-Term Plan: (Starting at \$250)**

This plan relates to a relatively short period (1 - 5 years) and is concerned with the determination of activities to accomplish the short-term objectives of the company.

### **3. Long-Term Plan: (Starting at \$400)**

This plan relates to a relatively long period (5 or more) and is concerned with achieving the long term goals for the company. This plan aims at providing the required information on various elements of the future environment. It provides a broad framework within which short-term action plans are developed.

### **4. Standing (or Repetitive-Use) Plan: (Starting at \$550)**

A standing plan is a permanent plan. It is used again and again. It is meant to serve as a standing guideline and criterion on managerial decision-making. It is repeatedly used for tackling recurring problems and issues. Policies, procedures, methods, and rules are examples of standing plans.