




SMART INTERVENTIONS
The ART & SCIENCE of Business

Why You Need A Business Plan



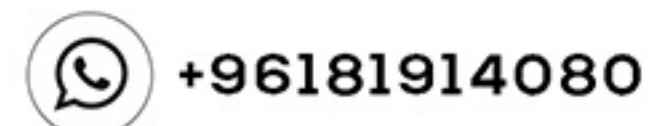
 +96181914080



SMART INTERVENTIONS
The ART & SCIENCE of Business

1. To better understand your competition.

Creating the business plan forces you to analyze the competition. All companies have competition in the form of either direct or indirect competitors, and it is critical to understand your company's competitive advantages.



info@smartinterventions.org



+96181914080



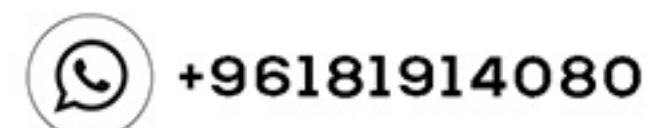
smartinterventions.org



SMART INTERVENTIONS
The ART & SCIENCE of Business

2. To better understand your customer.

**Why do they buy when they buy?
Why don't they when they don't?
An in-depth customer analysis is essential
to an effective business plan and to a
successful business.**



info@smartinterventions.org



+96181914080



smartinterventions.org




SMART INTERVENTIONS
The ART & SCIENCE of Business

3. To document your revenue model.

**How exactly will your business make money?
This is a critical question to answer in writing,
for yourself and your investors.**



 +96181914080

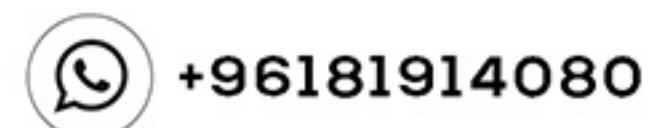




SMART INTERVENTIONS
The ART & SCIENCE of Business

4. To determine your financial needs.

Does your business need to raise capital? How much? One of the purposes of a business plan is to help you to determine exactly how much capital you need and what you will use it for.



info@smartinterventions.org



+96181914080



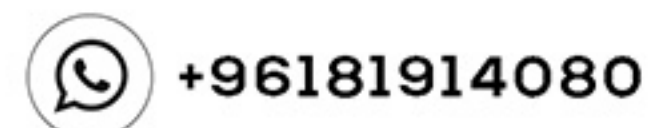
smartinterventions.org



SMART INTERVENTIONS
The ART & SCIENCE of Business

5. To attract investors.

**It answers investors' questions such as:
Is there a need for this product/service?
What are the financial projections?
What is the company's exit strategy?
While investors will generally want to
meet you in person before writing you
a check, in nearly all cases, they will also
thoroughly review your business plan.**



info@smartinterventions.org



+96181914080



smartinterventions.org

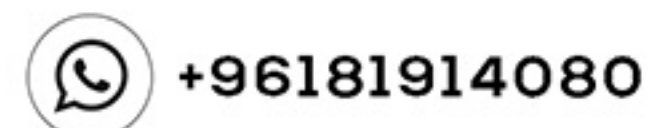


SMART INTERVENTIONS
The ART & SCIENCE of Business

6. To attract partners.

Partners also want to see a business plan, in order to determine whether it is worth partnering with your business.

Establishing partnerships often requires time and capital, and companies will be more likely to partner with your venture if they can read a detailed explanation of your company.



info@smartinterventions.org



+96181914080



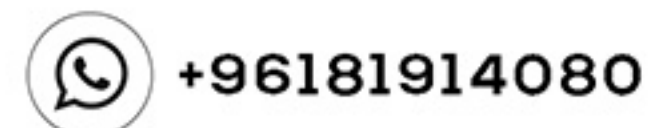
smartinterventions.org



SMART INTERVENTIONS
The ART & SCIENCE of Business

7. To position your brand.

It helps to define your company's role in the marketplace. This definition allows you to briefly describe the business and position the brand to customers, investors, and partners. With the industry, customer and competitive insight you gain during the business planning process, you can best determine how to position your brand.





SMART INTERVENTIONS
The ART & SCIENCE of Business

8. To document your marketing plan.

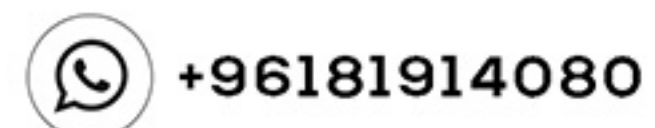
How are you going to reach your customers?

How will you retain them?

What is your advertising budget?

What price will you charge?

A well-documented marketing plan is essential to the growth of a business.



info@smartinterventions.org



+96181914080

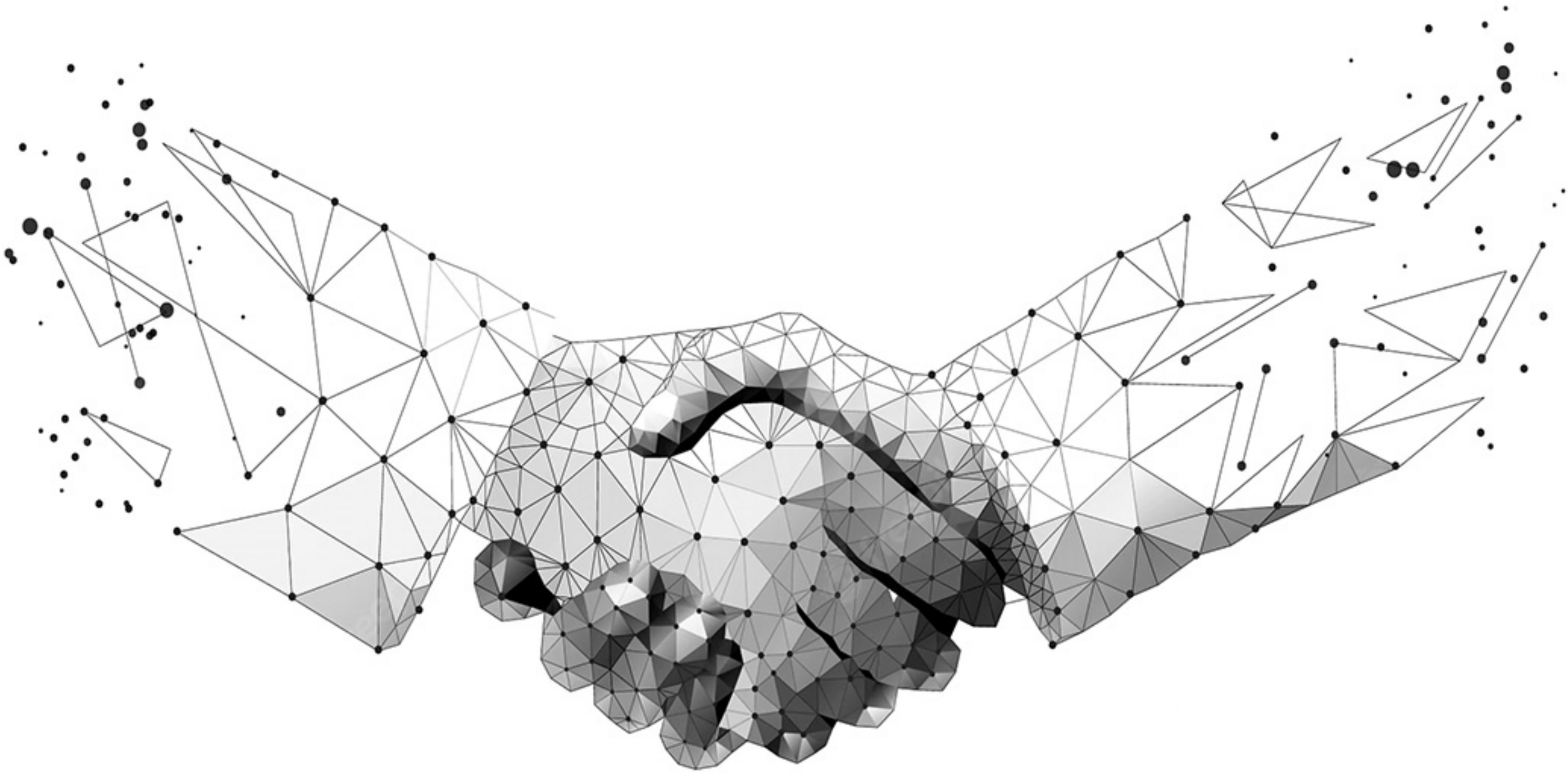


smartinterventions.org



SMART INTERVENTIONS
The ART & SCIENCE of Business

Get started with us



+96181914080



info@smartinterventions.org



+96181914080



smartinterventions.org