

The Vision Tree Workshop



I Don't Need A Business Plan! Do I?

After the decision is made to start a new business, the next step is to write a Business Plan. The primary purpose of the plan is to clarify what you want to accomplish and what business you are really in.

This four-hour workshop will define the components of a combined Business and Marketing Plan. The participant will start the planning process and begin writing their own plan.

- Define your business, mission, and strategic initiatives
- Select the type of business that is best for you
- Review Marketing Research on the Internet
- Pull all the information together

The objective of this workshop is to provide the participant with a template to complete a Business / Marketing Plan. Various examples will be available for participants to use as a model to start their own plans. A Microsoft Word and Excel computer model is provided to facilitate the process of writing the Plan.