

How to Write a Business Plan

When writing a business plan it is important to keep it as clear and concise as possible. If it is likely to be a lengthy document it is a good idea to provide a brief summary prior to the main document. Ten to twenty pages is the maximum length for an ideal business plan, any longer than this and you risk it being unappealing to the reader. It also needs to be readable and therefore in simple language, as it will often be read by people who may not understand your specialist area or knowledge.

A business plan can be defined as a statement of intent. It is a written document which will detail a proposed venture, amongst other things it will explain the vision, needs and long term goals of the plan or project outlined.

A good business plan needs to include:

- a good initial summary that successfully summarises the details of the business plan, think about what you want to achieve ; the long term vision for the business
- an overview of the business' aims, it is essential that business goals are included, as well as explaining what the business does and any competitor information that may be relevant
- the product or service
- a financial forecast of the business, including information on how the product will be priced and any advertising or marketing plans that are involved.

Don't forget that a business plan can be adapted, it can be changed later on down the line as your business expands and changes.

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