



Craine Communications Group

Writing Services, Marketing Communications and Public Relations

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BUSINESS PLAN WRITING SERVICES

At CRAINE COMMUNICATIONS GROUP we provide a range of affordable business planning and consulting services to startup, small and medium sized businesses. Our standard business plan starts at 1,200. Fees sometimes increase for larger projects, and occasionally run less depending on scope and complexity of what you need. Please contact us at 503.452.9166 and we will be happy to provide you with a firm quote and additional information about our services.

“I want to thank you soooo much for the wonderful work you did on my business plan. The writing conveys everything and more that I wanted to express. I think it is such good writing.”

OUR APPROACH

Our business plans consist of a narrative and several financial worksheets. We begin the project by interviewing you to understand the specifics of your business and uncover “your story.” From there we ask you to fill out a questionnaire that contains questions divided into several sections. We help you work through the sections and skip any questions that do not apply to your type of business. When you are finished compiling information we’ll have a collection of small essays on the various topics of the business plan. It’s our job to edit them into a smooth-flowing narrative and ensure that the key messages and selling points of your business rise to the top.

- Ana Chacon
Owner/Director, Arthur
Murray Miami Beach

COMPONENTS OF OUR PLANS

Together, we may spend many hours developing and revising your plan; but the cold hard fact is that an investor or lender can dismiss it in less than five minutes. Our job is to ensure that the most important aspects of your plan jump out at even the most casual reader and that your business plan is presented in a compelling and winning form.

Business plans developed by CRAINE COMMUNICATIONS GROUP are designed to make a positive impact with the reader, by highlighting specific facts, goals and conclusions, making the plan easier to review and more effective in obtaining the funding you require. While each plan is customized to the specific needs of our clients, most business plans consist of the following components:

1. The Executive Summary

Without a doubt, the single most important portion of your business plan is the executive summary. Only a clear, concise, and compelling condensation of your business right up front will persuade readers to wade through the rest of your plan.

2. Company Description

Before you can discuss the more complex aspects of your business and the meatier sections of your business plan, such as marketing strategy or new technology, you must first inform the reader of the basic details of your business such as products or services, company mission, and milestones achieved to date.

3. Industry Analysis and Trends

No company operates in a vacuum. Every business is part of a larger, over-all industry; the forces that affect your industry as a whole will inevitably affect your business as well. Evaluating your industry increases your own knowledge of the factors that contribute to your company's success and shows potential investors/lenders that you understand external business conditions.

4. Target Markets

A thorough understanding of your customers is essential to business success. After all, if you don't know who your customers are, how will you be able to assess whether you are meeting their needs? We must communicate who your customers are, what they want, how they behave, and what they can afford.

5. Competition

Every business has competition. The risk is to underestimate the actual extent of competition and fail to properly assess the impact of that competition on your business. Your funding sponsors will want to know who your competition is, and how you plan to succeed in competing with them.

6. SWOT Analysis (Strengths, Weaknesses, Opportunities and Threats)

In today's highly competitive and constantly changing business environment you have to know what your strengths and weaknesses are, and understand not only the opportunities available but also the treats that serve to block your success. A SWOT analysis helps you see exactly where you stand in the marketplace. What makes you compelling to customers? What are your weaknesses compared to your competition?

7. Marketing Plan and Sales Strategy

You have to have customers to stay in business. That is why an effective marketing plan to communicate with, motivate, and secure customers is vital for your success. Since reaching customers costs money and money is always limited, your marketing strategy must be carefully and thoughtfully designed. Investors and lenders will read your marketing plan closely. They want to know you have a realistic and price conscious strategy to get your product or service into the hands of customers.

8. Operations

How are you actually going to run your business? The operations section of your business plan is where you begin to explain the day to day functions of your company. This is where we translate your theories into practice. In addition to demonstrating your competence as a business manager to potential investors, a little bit of extra planning in operational areas often result in marked improvements in profit margin. Assessing and developing the underlying mechanisms of your business will certainly pay off.

9. Technology Plan

Every business needs technology. You'll rely on technology to handle many, if not most, routine business operations, from maintaining financial records, to processing orders, to staying in contact with suppliers and customers. Because technology is so central to running a business today, you need to plan what technology you will use and how you will use it.

10. Management and Organization

Many lenders and investors based their decisions almost entirely on the strength of the people involved in the enterprise. They know that the experience, skills, and personalities of the management team have a greater impact on the long term fortunes of a company than the product or service provided. Investors look not only to see if the management team has the expertise necessary to run the business, but also if the internal structure makes maximum use of the talents of the team members.

11. The Financials

Every business decision leads to a number, and taken together, these numbers form the basis of your financial argument and position. You can start with a "guestimate" of various figures as we develop your plan, but ultimately your financials should be the result of careful planning. If your numbers are weak, your chances for funding will also be weak.

We generally advise our clients to work with an accountant or financial advisor on the financial worksheets to be included in the plan. However, as part of the service we supply template spreadsheets to get you started. Our clients often choose to plug in their own numbers and adjust the figures as the business plan takes shape. These spreadsheets can include:

- Start-up expense
- Opening day balance sheet
- 12 month cash flow statement
- 12 month profit and loss projection
- 12 month sales forecast
- Break-even analysis
- Four year profit projection
- Projected balance sheet

12. The Appendix

One of the frustrations of developing a business plan is that you are limited in how much information you can include. After all, we want stakeholders and investors to actually *read* your plan; too much detail may not be a good thing. The plan's appendix is the proper place to provide more detailed information that supports, confirms, and reinforces conclusions you reach in the plan.

GOOD WRITING = GOOD BUSINESS

As you contemplate developing your plan, keep in mind that great value is found in the process of researching and thinking about your business in a systematic way. That is part of the service you can expect when working with us. You get more than just writing. The act of putting together a business plan helps you to think things through thoroughly, study and research if you are not sure of the facts, and look at your ideas critically.

In addition to getting great writing, you benefit from having a writer with an MBA and years of executive-level business experience.

Our business plan services help you:

- Gather crucial industry and marketing information.
- Understand the financial aspects of your business, including cash flow and break-even requirements.
- Anticipate and avoid obstacles your business is likely to encounter.
- Set specific goals and measurements to assess progress over time.
- Expand in new and increasingly profitable directions.
- Be more persuasive to funding sources.

Are you ready to launch your business and fulfill your goals and dreams? If so, we're ready to get to work. Let's get started and grow together! Contact us at 503.452.9166 to discuss the next steps in your business plan project.

ABOUT THE CRAINE COMMUNICATIONS GROUP

THE CRAINE COMMUNICATIONS GROUP is a custom writing and communications agency. We provide writing services to large organizations and small businesses alike and have clients across the U.S. and in Canada. Our Managing Director, Kevin Craine, has 15 years experience in professional business writing and has written two popular books on business management. For over 20 years he was an executive director for organizations in the health care, aerospace and pharmaceutical industries. Kevin is also a former magazine editor and has served on the faculty of Kent State University. His magazine articles, white papers and featured columns have been widely published. Kevin holds an MBA as well as a BA in Communications.

For more information call 503.452.9166 or visit www.CraineCommunicationsGroup.com