



### Measuring Success

One of the great benefits of a business plan is that it lays out defined targets for:

- Financial success – revenue, cash flow, back-log, & profitability
- Operational development
- Business Development
- Customer goals – service guarantees, customer retention & attraction
- Communications plan
- Expansion plans – adding staff, offices, channels, expanded offering & demographic targeting

Most importantly, in addition to setting targets, you need to be able to describe:

- Checkpoints to track progress in each of these areas
- Remedial activities if you fall short of your targets
- Augmented activities if you over-achieve, or reach these goals early
- Milestones – trigger points for planned growth.

A Business Plan provides direction for your everyday business activities. It keeps you focused on what's most important and effective for your business.

**Crafting a Business Plan** is an exercise that enables you to determine what's most important, set timelines and establish actions which result from reaching or not reaching set goals. Growth Path works with you to channel your thinking into the areas with the highest impact for your business.

**Executing a Business Plan** is like walking through a to-do list for success. It gives structure and direction to your business development efforts. It enables measurement of success, and guides you through the process of both short & long term growth.



*Every company & industry has unique requirements for inclusion in a business plan. Growth Path will assist you in designing a custom plan to encompass your short and long term goals.*

If your business plan is designed to secure start-up financing, we can work with your capital provider to ensure comprehensive inclusion of all requirements. Because we work to CBA standards, your business plan will answer the questions asked by bankers

## Growth Path Business Plans

We design Business Plans to be actionable – a roadmap for success. Your business plan will be crafted to meet Canadian Banking Association standards, so that it answers the needs of financial service providers.

### ***Business Plan Basics include:***

Situation & Market Characteristics

Competitive Landscape

Positioning & Differentiation

Target Market Overview

Business Growth Goals

Customer Development Plans

Financial & Customer Goals

Business Development Plans

Progress Monitoring & Adjustments

Expansion Plan

Communications Tactics

Operational Plan

Project Timeline



**Price: \$2500. Timeline: 6 weeks.**  
**Modifications available on an a la carte basis.**