

Business Plan Development

Every company or organization has had a beginning, maybe it is not or resembles what it was in its beginnings or what it was intended to be. In the decades of the 60s and 70s the concept or idea of doing something to create more solid companies arose, this is the beginning of what we now call a business plan.

Over the years, this concept became a very accurate tool to start or redefine the turn or direction of organizations, it has been proven that if you have a well-developed business plan it becomes very useful for the company, since it establishes the ideas, and the way they are going to be carried out, it also contains the objectives that the organization intends to achieve and the type of strategies that should be used.

The development of the business plan must be carried out in an orderly manner with all the ideas that are intended for the company. The plan will include the variables involved during the project as well as the amount of resources that will be allocated to each item.

Crafting a business plan should be on the priorities of anyone interested in creating or redefining the direction of a company, no matter how big or small the organization is.

Perhaps the entrepreneur is not very clear where to start with the development of the business plan, as a first point you must have well established the business idea that is intended to be carried out, at this point you must describe the nature of the business, making an analysis of how viable it can be, considering the barriers that must be faced, know how much capital is available, or what would be the possible sources of financing, as a final part of the development of the business plan, the procedures that will be carried out to move from being an idea to a business project are studied, considering the marketing tools, the human resources that must be counted, the technology necessary to be able to start, consider the areas of purchases and sales that become fundamental factors in the new business.

The elaboration of the business plan must be written in chronological form of the activities that will be carried out, this will serve the organization to measure its results making a comparison between what was projected and what has been achieved.

The elaboration of the business plan can be developed by an expert in the area or the entrepreneur himself, if the case is that it is done by the entrepreneur it is very useful to ask for advice, this can save time, correct some ideas and even feed back the ideas you have.

Having a well-developed and comprehensive business plan serves as a cover letter, as it can be shown to financial institutions that can contribute capital to the company, as well as to suppliers and potential partners.

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This type of plan for the company does not guarantee success, since if the ideas are not good the fact of having a business plan does not change the nature of the ideas, but it serves to detect bad ideas and with this setbacks are avoided. Instead, good ideas will generate good and better business.

Reference:

Velasco, f. (2007). Aprender a elaborar un plan de negocios.

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