

# BREAKDOWN OF A BUSINESS PLAN

JacciR Design in collaboration with Studio Rigo Tax & Accounting

DID YOU KNOW

64%

of business owners surveyed who had a business plan grew their businesses

DID YOU KNOW

A **profit and loss forecast** is a projection of how much you will sell and how much profit you will make. This is the foundation of your business plan. It gives you and your potential backers the basic information necessary to decide whether your business will succeed. Basically, a **profit and loss forecast** forces you to estimate how much money you will take in and how much money you will spend for a stipulated period of time.

**WHY**  
DO YOU NEED A BUSINESS PLAN

CLEAR VISION

- HOW
- WHY

**FLEXIBILITY**

MAKE CHANGES TO YOUR PLAN AHEAD OF TIME

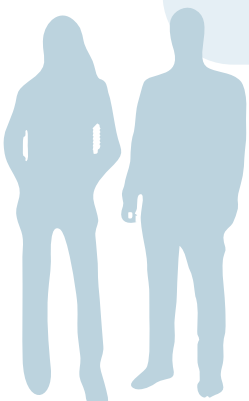
**PEACE OF MIND**

AVOID EMERGENCIES WITH FORWARD PLANNING

DID YOU KNOW

37%

of business owners don't know how money flows in their businesses

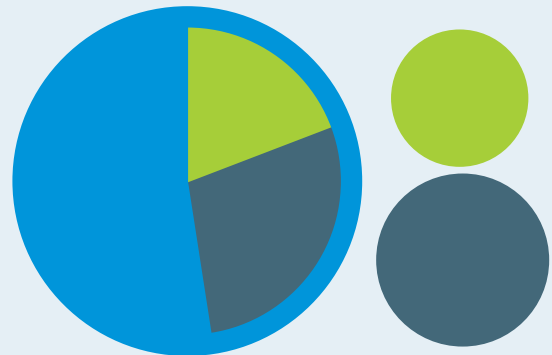


"By failing to prepare, you are preparing to fail."  
Benjamin Franklin

MAKING A

# PROFIT

IS SIMPLY A MATTER OF MAKING SURE THAT...



**Sales Revenue** is larger than...  
your **cost of sales**  
+ your **fixed expenses** together

**YOUR BUSINESS PLAN WILL MAKE SURE THAT YOU FOCUS ON THESE ASPECTS OF THE FINANCE OF YOUR BUSINESS**

## WRITTEN STATEMENT

- DESCRIBES YOUR BUSINESS
- ANALYSES YOUR BUSINESS
- GIVES PROJECTIONS ON YOUR BUSINESS FUTURE

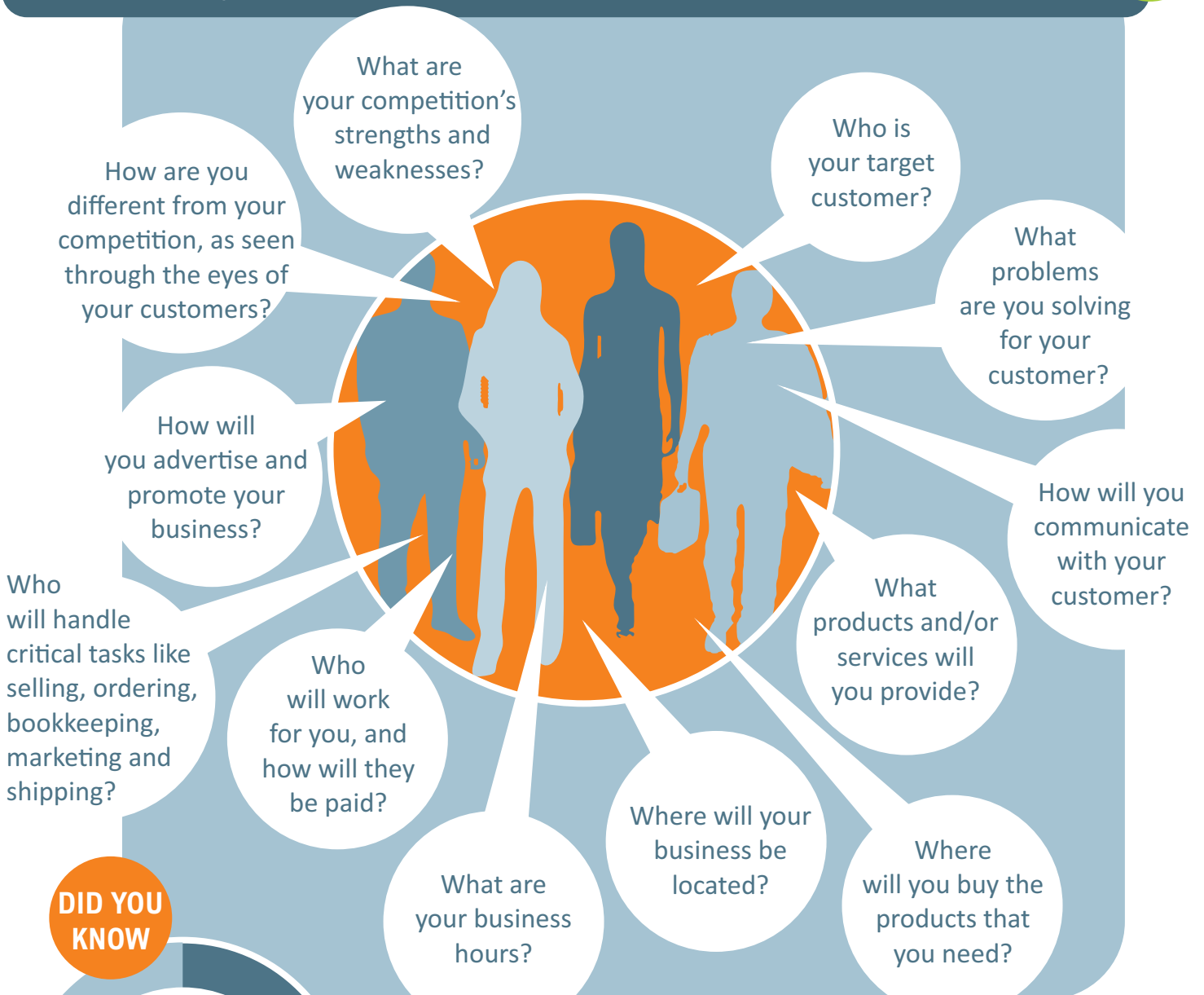


## WHAT IS A BUSINESS PLAN

## FINANCIAL STATEMENT

- COVERS FINANCIAL ASPECTS FOR STARTING EXPANDING YOUR BUSINESS
- HOW MUCH YOU NEED
- HOW YOU WILL PAY IT BACK

Experienced lenders, investors and entrepreneurs want a plan that takes these issues into account:



### DID YOU KNOW

**27%**

of new businesses don't have a business plan

"Writing a business plan is a lot of work. Almost without exception, each business owner with a plan is pleased he has one, and each owner without a plan wishes he had written one."

Paolo from Studio Rigo