

# Writing your Business Plan in 1-2-3



Where : Fort Worth Business Assistance Center  
1150 South Freeway ( corner of Rosedale & I35W )  
Cost: \$40.00 each or all three for \$100.00 includes CEU  
(Pre-registration is required) fees are non-refundable  
To Register: 817-871-6025 or [www.fwbac.com](http://www.fwbac.com)



## Part 1 : The 12 Step Process

This workshop explains how to organize and write your business plan and recommends helpful resources. The instructor will take you step-by-step through several basic components of writing this important document.

- *Company & Product Description*
- *Market research*
- *Industry analysis*
- *Marketing Plan*
- *Operations plan*
- *Management plan*
- *Financial plan*
- *Risk Management*
- *Exit Strategy*

Date: Second Tuesday of each month  
Time: 5:30 p.m.—9:00 p.m.  
Items to bring: Pencil and calculator

## Part 2 : Market Research

This workshop will help you decide what kind of business your new business will be. In this class you will learn how to:

- *Locate your industry's NAICS and SIC Codes*
- *Identify your direct and indirect competitors*
- *Determine your own USP (unique selling point)*
- *Understanding the importance of pricing and how it relates to your financials.*

Date: Third Thursday of each month  
Time: 5:30 p.m.—8:30 p.m.

## Part 3: Realistic Financial Projection

This class delivers the financial documents your business needs and lenders expect. In addition to learning general financial term, you will learn to conquer the challenge of projecting cash flow and creating financial statements.

- *General Financial Terms*
- *Introduction to financial statements*
- *Importance of forecasting*
- *Tips for Business Forecasting*

Date: Fourth Tuesday of each month  
Time: 5:30 p.m.—7:00 p.m.

### Special Offer:

Sign up for Business Plan  
Parts I, II and III  
for only \$100.00  
Paid Separately - \$40  
You save \$20.00!

