

Business Planning Services



Do-It-Yourself

One of the main advantages of dynamic **LIFTOFF Business Plans** is that you can seriously use a "Do-It-Yourself" approach to creating and maintaining a business plan. This is not merely because it is cheaper than to use a business plan writer, but because you can consider many alternatives in the planning process. Reasons why this is a critical advantage include:

- You may want to consider different scales of operation that affect the startup costs, but also the potential for generating more revenue. This is the most basic risk vs. opportunity assessment that is critical for supporting future growth objectives as well.
- You may want to consider different areas for your base of operation, that may affect the cost of doing business, the customer demographics and psychographics, accessibility to a larger (or smaller) prospective customer base, public transportation, and the like.
- You may want to consider different buildings in each area and consider a more (or less) prestigious location, which can affect the lease costs, leasehold improvement costs (and allowances), customer traffic and what impression it generates, etc.
- You may want to consider different products and services offered to broaden (or focus) your customer appeal (at the potential risk of broadening your range of competitors). It is also crucial to consider the competitors you will be up against in different areas.
- You may want to consider entirely different businesses or franchises that you might want to focus on, with an eye to both short-term viability and long-term growth opportunities. Franchises are easier to launch, but usually you cannot change the basic model to seize on opportunities not offered in the basic franchise format.
- You can create as many versions of the business plan as you want to apply due diligence in your assessment of what might be the better alternative, and by being able to tweak a copy of your initial business plan it will cost you very little (if any) to explore options, as opposed to investing in a traditional business plan that is difficult to change (because of the ripple-effect that different estimates can have on the presented business case).

Imagine approaching a business plan writer to explore the many possible scenarios above and you would be spending whatever your startup capital is on planning. With a "Do-It-Yourself" approach to using dynamic **LIFTOFF Business Plans** it costs you nothing but a little time to reflect alternative scenarios into the plan and see how that pans out. What is a critical success factor is that you start with a solid foundation for the right business in the right place of the right size with the right products and services and not a lot of competition. You are not necessarily left to your own devices: you have detailed documentation, and you can use the built-in "Show & Tell" software to step you through the business plan, and usually you can join a Facebook group where you can get suggestions on how to proceed with writing your plan, so you do not run into roadblocks. If you are unsure about what business to start, an even easier option is to consider our free products. "BIZ_PLANNER.xlsx" is a simple Excel™ workbook that lets you create a high-level business plan to compare opportunities without going into much detail, so you can narrow down your detailed planning options and save time.

