

# Unleash the Potential of Your Business with a Solid Plan

A business plan is a roadmap for you and any potential partners and funders. You'll also likely need a written business plan if you are seeking funding for a startup, for business expansion or for a business less than 2 years old.

## A business plan:

- summarizes your business, how it is structured, and your plans for the immediate future
- explains who you will sell your goods and services to and how you will find your customers
- analyzes your competition and the competitive advantage your business has in the market
- identifies your strengths, weaknesses and what it will take to be profitable
- A business plan can help you strategize and chart your course. Business plans come in many shapes and sizes. You can find some great resources to help you get started online.

## Online Resource

### How to get Started on a Business Plan

Developing a comprehensive business plan is essential for launching and establishing your small business. It serves as your guiding force, attracting investors and helping you make critical decisions. A Business Plan can transform your vision into a tangible reality.

Use the QR code to access this guide from Intuit QuickBooks on How to Write a Business Plan in 10 Steps + Free Template.



Just as applying for a loan is a process, so too is creating a business plan. Give yourself time and don't assume you can write one in a single sitting. Also, don't worry if you can't complete every single section. Whatever you can complete will help you and a written business plan is far more valuable than one that only exists in your head.

If you're looking for help, you can connect with your nearest Small Business Development Center (SBDC). You can also find a business mentor through SCORE, a nonprofit that provides free services to entrepreneurs.

## Downloadable Resource

### Business Plan Template

Your business plan is the foundation of your business. Learn how to write a business plan quickly and efficiently with a business plan template from the U.S. Small Business Administration. The final result will be a set of business plan that:

- summarizes your business, its structure and your future plans
- explains sales, services, and customers
- analyzes your competition and competitive advantage
- identifies strengths, weaknesses, and profitability



Use the QR Code to  
download a Business  
Plan Template



## Our Customers

**“Erika saw the value of what we were doing — and the value of myself and Jonathan Garrett my co-founder.”** - Sundown H, Chesed Farms, Walla Walla

**“When Sundown first connected with me, he had a solid idea but didn’t have a business plan. I recommended he work with the local Small Business Development Center on a business plan. He put in that work, came back to Craft3, and we were able to make a loan for him to build out a new warehouse space.”** - Erika Lindholm, Senior Business Lender