



KEMPS' KWIK

BUSINESS PLAN STARTER

Top 5 Do's

1. Concentrate on your market
Who are you serving?
2. Understand your value proposition
Why should they choose you?
3. Know your competition
Who is already doing similar work?
4. Figure out your point of differentiation:
How are you different/better?
5. Know your numbers
How much do you need to start/to grow?

Top 5 Don'ts

1. Don't believe you are the only one to think of this—
you probably aren't.
2. Don't think a plan isn't necessary—
those who fail to plan, plan to fail.
3. Don't skip it because it's hard—
it makes running your business easier.
4. Don't worry about being a braggart—
know what you're good at and talk about it.
5. Don't lie! It's not a good way to start an enterprise.

Top 5 Must Have's

1. Company Summary
2. Mission and Vision Statements
3. Short History and Current Business Structure
4. Market Analysis
5. Growth Analysis

KEMPS' Golden Business Plan Rule

Know Your Business!
