

The Biz Guru - helping your business become more profitable.

Biz Guru Business Planning

www.BusinessPlanNow.com
www.StartMyNewBusiness.com



The Biz Guru provides Business Planning Services for businesses seeking to establish, differentiate or improve themselves within a crowded and rapidly changing environment.

We provide assistance when you wish to:

- Produce a business plan for start up, expansion or loan purposes.
- Prepare business plans for visa applications.
- Establish a new company.
- Review your current company with a view to expanding or becoming more profitable.

We pride ourselves on individual attentive service using tried and tested consultancy and design methods, honed over many years management consultancy with companies ranging from large international companies to small local "one person" shops and service companies.

All of our consultancy and advice is clearly and tactfully provided and we always work very closely, via telephone or email with you, so that your business solution always reflects your business and how you wish to manage it. We are very aware, that when setting up a new business, budgets are tight, so we use virtual consultancy wherever we can. We have also set up services that are very useful as well as being budget friendly.

We work with you to turn your business ideas into investor ready business plans.

The importance of a comprehensive, thoughtful and well written business plan cannot be emphasized too much. External funding is totally dependent upon your Business Plan. Your business objectives, management of your operation and finances, your goods and services, promotion and marketing of your business, and achievement of your goals - all are defined in your Business Plan.

Working with Biz Guru as we design and write your own individual Business Plan, will enable you to establish these important foundations for a future profitable business. Biz Guru's copyrighted **5D Business Planning Process** ensures that from start to finish, we work with you to establish a strong and viable business structure.

- **Discuss** your business ideas and aspirations at your convenience
- **Discover** your business market, rivals, potential customers etc. through brainstorming sessions
- **Develop** your business ideas collectively, making researched recommendations—ultimately, generating your business model
- **Design** an eye-catching, unique business plan tailored to your market
- **Deliver** your business plan to you promptly so you can penetrate your market quickly and achieve your targets

We pride our Business Plans on being investment viable, providing a firm foundation to your new business that investors recognize as a potentially profitable business.

We also provide business consultancy, which can be used to assist you in establishing your new company, and identifying expansion opportunities or business improvements. We often recommend specifics to add into your business plan to give your company the best possible chance to succeed.

Our **Business Plan Services** start with an approximately one hour interview via telephone. If you choose our budget option, we will send you a detailed questionnaire which will cover the same information. During this interview we will establish the aims and objectives of your new business as well what products and services you wish to sell. We will cover topics such as:

- Your business objectives and plans for your business.
- Your 1 and 3 year financial projections.
- The products, goods and services that you will sell.
- Where you intend to sell your company goods and services and to whom.
- Your business marketing strategy – in other words how you will market your business to the best possible effect, given your budget.
- How you wish your company to be viewed and recognized by your clients.
- Where necessary, a SWOT analysis – the Strengths, Weaknesses, Opportunities and Threats your business faces.

We will then, after a period of research, prepare your Business Plan for loan or business planning and development purposes, corresponding with you by email to ensure that we have your full company information and details.

To assist you before the interview we will send you details of the types of information that we will be seeking from you. We will use skilled and established consultancy techniques to assist us both in establishing the information that is required for your Business Plan.

We endeavor to make a complex process easy to follow and understand and work with you to build an investment winning Business Plan

The Business Plan we write for you will be:

- **Compelling** - visually exciting and memorable
- **Realistic** - we will help you make your business plan credible and believable
- **Original** - we will help you make your new business model original within a competitive market
- **Appropriate** - the business plan we design for you will be just the right length and have pertinent contents and of course, be grammatically correct.

We offer several different types of Business Plan – each type of audience requires a different form of plan and the more finances you wish to raise, the more research for us to undertake and the more financial information there is for us to ascertain.

Type of Business Plan	Price
Budget Business Plan: For small businesses who do not require an interview at the start of the consultancy and would prefer us to send them a questionnaire with which to gather information. The value of loans sought would be less than \$1m/£750k/€1m.	\$950
Small Business Plan: For small businesses who require SBA, small business loans or bank loans of less than \$1m/£750k/€1m.	\$1,250
Investor Business Plan: For new businesses who require loans from investors or bank for more than \$1m and less than \$5m/£3,750k/€5m.	\$2,799
Angel Business Plan: For businesses seeking Angel or Venture Investment loans of more than \$1m/£750k/€1m.	from \$3,999

Contact Us:

Biz Guru Ltd.

Sales@BizGuruServices.com

UK: 020 3239 6969

USA: 1 424 653 6969

Skype: TheBizGuru

All contents copyrighted Biz Guru Ltd.

www.BusinessPlanNow.com

To Get Started:

1. Biz Guru will help you choose the level of business plan that is right for your company.
2. After your initial deposit of 50%, your first detailed interview with Biz Guru will be scheduled and we will send you details of what we wish to discuss in the interview in order to get your business plan under way. During the interview (approximately one hour) you and the Biz Guru will together establish the aims and objectives of your business as well as what products and services you wish to sell. Information forms will be sent instead of an interview for budget business plans.
3. After a period of research and development, Biz Guru will prepare your Business Plan for a loan or business development purposes. Biz Guru will continue to correspond with you via e-mail or telephone throughout the process to ensure we have complete information and details.
4. Final payment is due upon completion of Business Plan and presentation to you.

Payment may be made via:

PayPal to sales@bizguruservices.com (You do not need a PayPal account, just a credit card) or via this secure link: <http://www.businessplannow.com/pay-now/>

We use the internationally recognized PayPal.com to securely process our payments. You do not need a PayPal account to make your payment. You can use your Visa or MasterCard and many different debit cards. The payments are processed by our UK company Biz Guru Ltd.

Please feel free to contact us any time. We can be reached by e-mail at sales@bizguruservices.com

Our Terms:

1. After your initial deposit of 50% we will send you an information form or schedule your interview.
2. We will send your visa business plan to your immigration lawyer. We will make all changes suggested by them - although we rarely have to do so.
3. Final payment is due upon completion of Business Plan and presentation to you in pdf format.
4. After full payment a MsWord format will be sent to you via email.
5. Copyright of the business plan remains with Biz Guru Ltd until final payment has been made and cleared. Use of the business plan before this time is a breach of our copyrights.

Write a Business Plan - Nah! I Can Do That Myself And Why You Shouldn't

There are three reasons why you need a business plan....

To obtain funding.

Every good potential lender or investor, be they bank, angel investor, venture capitalist or business partner, will require a business plan. They want to be comfortable that you have thought long and hard about your business rather than jumping straight into a business. More importantly they want to ensure that they have a good chance of not only having their investment returned, but also making a profit out of the arrangement.

Your business plan is your sales tool – it explains your business and your strategies to make this business a success. It shows how detailed and organized you are and how you intend to make a success of your business.

To introduce your business to potential funders

The Executive Summary is undoubtedly the most important part of your business plan. Investors receive hundreds of business plans. They decide on their initial sort of who they want to investigate more thoroughly, by viewing the Executive Summary. Yours should be short, concise and eye catching. Investors like entrepreneurs who can concisely and accurately describe their business, products and potential. If you think of it, this is what an effective sales person does every day. If your business model is not planned well enough to be able to describe in a few well written pages then it is unlikely to be successful and very unlikely to be funded.

Once a potential investor has viewed your Executive Summary and become interested in your potential business, then they will read the rest of your business plan in order to gain a greater understanding of your business and investment requirements.

Your Executive Summary should be written after the main part of the business plan and should be no more than 3 pages long. It should summarize your business plan and include an overview of your business, your business models, what you are selling and in which market. You should also summarize your financial requirements and projections as well as provide your investor's exit strategy.

To ensure that you have a carefully planned business

A well planned business is a business likely to succeed.

- Do you know who your potential customers are?
- Do you really know who they are, where they are and what they are looking to buy that you might be able to sell to them?
- Do you know how to define your company within a sales environment? Where do you want your company to be in three years?
- Do you know how many staff you will need? How you will pay for these staff?
- Do you have a vigorous business model? Even know what a business model is?
- Have you really thought through how you will run your business?

The answers to all of the above, plus many more will be discovered, decided and defined during the business planning process. If you use a professional business planning company, you have the advantageous of not only having a well written business plan, but you also benefit from the business knowledge of the planning company.

A well written and thought out business plan will help you to clarify your own thoughts about your business, how you want to present your company to your peers, customers and investors. It will help you find out who your best customers are, where they are, what they want to buy and at what price. It will identify any weaknesses you may have in your thinking. Lastly it will provide you with a business and marketing strategy combined with a robust financial model and business model that will give you confidence to make the leap into entrepreneurship.

....and one why you need to have it professionally written.

Why use a professional business planning company?

A professional company will have experience of writing many different kinds of business plan for many different types of companies. A plan written for a Venture Capitalist is totally different to that which an Angel Investor or a bank requires. A professional company understands this and how to answer the particular concerns of each type of investor or lender. They will pitch your plan to your potential audience.

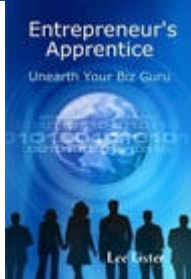
Investors are risking their hard earned capital by investing in your business and they are entitled to be comfortable that you have a clear business strategy a robust business model and have researched your potential market in great details. They also want to be comfortable that you understand all the risks that your new business faces.

Many business owners, who write their own business plans, often do not include all the information required or include information that is not required. Many amateur plans are unfocussed and discuss information that is not required in detail. An unfocussed and unstructured business plan gives off the wrong impression that you are also unfocussed and unstructured.

To a new entrepreneur you will be very short on time – in order to produce a business plan you will not only need a great deal of time to produce the plan but will also need to take time on a steep learning curve. A professional business plan company has climbed this curve and has enough experience to guide you through the whole process, set your mind working in the right direction and prompt your thought processes.

Hiring a professional allows you to concentrate on finding and servicing your customers, although a good professional will involve you at every stage and your input is definitely required to ensure that the plan reflects YOUR business.

Your business plan consultant will be objective in reviewing your business and have the experience to offer suggestions and advice during the writing process. The money you pay for a business planning consultant will give you a quality, investor ready business plan with some very useful business consultancy as a bonus!



Entrepreneur's Apprentice. Unearth Your Biz Guru. Starting out a business can seem overwhelming. Issues such as what you really want to sell, the legal technicalities of starting up a business, finding enough investment from the right investors and writing a business plan are hard enough. Then you have to develop your business and marketing strategies, build that all important, customer base and encourage your customers to buy more! Not to mention day to day things like administration and motivating your staff. Even when you finally decide to sell up you still need help. Well “The Entrepreneur’s Apprentice - Unearth your Biz Guru” will help you find the answers!

ISBN: 978-1-4092-4704-3

169 pages

\$34.50 plus shipping costs of \$7.00

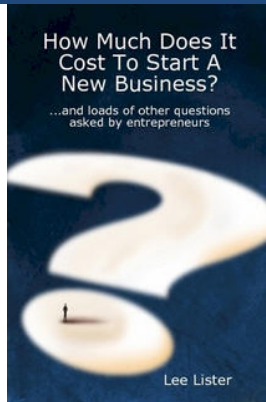
Find us on Amazon or www.BusinessPlanNow.com

Lee Lister – The Biz Guru: Lee Lister is a Business Consultant with more than 25 year's consultancy experience for many household names. She is known as “The Bid Manager” or “The Biz Guru”.

After owning her first business at age 11, she began an unparalleled journey through business consulting that continues to span across the UK, USA, Europe and Asia. Lee learned at an early age to identify a market need. When she a youngster in a tourist town in England, she saw tourists arriving by the busload with no way to transport their baggage to the hotels. Lee had her father make a barrow that would hold enough luggage to charge a pretty penny while helping out the tired tourists at the same time. Her first niche market was established!

She went on to work for a considerable number of companies all over the world. Specializing in business change management and start up consultancy, her assignments include trouble-shooting for companies suffering from inefficient business environments.

She is a prolific published writer of books, ebooks and articles and can easily be found on major search engines and on major internet book sites such as Amazon.



How Much Does It Cost To Start A New Business?

and loads of other questions asked by entrepreneurs.

Starting a new business is scary and yet thousands of people start a new business every month. Taken from the hundreds of questions that new and aspiring entrepreneurs have asked The Biz Guru over the years, this book hopes to help you start or improve **your** business.

Such questions as “How much does it cost to start a business?” “What must my business plan include?” and “How do I find the perfect price for my product?” and 400 pages more of questions are answered in an easy to understand and down to earth manner that you can refer to again and again. The established entrepreneur is not forgotten and common questions about running, expanding and even selling your business are covered. There are check lists, common sense solutions and examples a plenty and if you have any other questions then you can send them off to The Biz Guru who will gladly answer them for you.

ISBN: 978-1-4092-6151-3

\$43.00 plus shipping costs of \$7.00

Find us on Amazon or www.BizGuru.us