d—src

D-SRC Comprehensive Business Planning Guide

The Founders Guide to developing a complete business plan

Contents

Business Plan

noun

an arrangement of evidence that demonstrates the integrity of a company or organization

About the Business Planning Guide

Get the most out of your business planning process, as quickly as possible with the Comprehensive Business Planning Guide. This guide contains four manuals for advancing your business plans:

1. The One-Page Business Plan Manual
2. The One-Page Operations Plan Manual
3. The One-Page Marketing Plan Manual
4. The One-Page Retail Development Plan Manual

Together, these plans create a Comprehensive Business Plan for your company. Use the prompts in each manual to build your business plan. Need a fillable template to record your responses? Download the D-SRC Fillable Business Plan template in your account.

Each manual also contains references to supplemental D-SOURCE templates that you can use to develop your plans. For a complete list of all the supplemental templates referenced in this guide, see page 8, "Additional Downloads." All supplemental templates can be downloaded with your D-SOURCE account.

D-SRC One-Page Business Plan

Use the following prompts to develop a comprehensive business plan in the Fillable Business Plan Template.

I. Executive Summary

The Company, the Founders, and Products and Services	Introduce the company by name. What does the company do and represent?
	Introduce the owners. Why did they start this company? What is their long-term goal? What transformative impact are they aiming to have in the market?
	Summarize your unique offerings. What special product/service do you sell?
The Customer and the Market Opportunity	Who do you primarily sell to? Who makes a purchase more than anyone else?
	Why are your special offerings important or necessary? What desire or pain point do your offerings fulfill? How do your offerings enhance your market or industry?
Current and Future Operations Summary	Describe how and where products are currently developed and sold. By whom? How many people are currently employed by the company?
	How will your company change in the next 12 months? Will you add or change your offering, hired talent, suppliers, and/or location?
Current Needs and Purpose	What is the total "Startup Cost" associated with Future Plans? How much owner equity is/will be invested? How much external funding do you seek? How much have you secured thus far? How much is still needed to fully execute future plans?
	What goals do you hope to achieve? What critical partnerships do you seek? Why? Which Funders do you seek capital from? How much capital is needed from each?

II. Ownership and Management

Ownership Structure

- Who founded the company, where, and why?
- When and how did the owners begin selling?
- How is the company incorporated?
- Who are the current partners involved and what is the ownership percentage of each?

Management Team

- Who manages the company's operations?
- Describe the professional qualifications and industry experience of owners/managers. What degrees, trainings, certifications, accreditations, and/or licenses are held by each?

III. Operations Strategy

Summarize your current and future operations strategies. Need help? Download D-SRC 'Operations Plan' for step by step instructions on writing an operations plan and summary.

IV. Sales, Profits, and Projections

Current Sales and Profits - Balance Sheets

- Describe the company's current finances. What are the total revenues and expenses per week? Per month? What is your profit margin? Need help? Download D-SRC 'Balance Sheets'.
- Evidence your need for change/growth. How is the company maximized in its current state?

Projected Sales and Profits - Financial Projections

- Describe projected revenues and expenses. How will profit margins change? Need help? Download D-SRC 'Projections Workbook'.
- Evidence the opportunity to scale. What will your company accomplish with capital resources that it cannot accomplish in its current state?

V. Market Strategy

Market Analysis

- Analyze market conditions that create opportunities for your business . Need help? Download D-SRC 'Market Testing Guide'

Marketing Plan

- Describe how your market analysis informs your marketing strategies. How does the company's digital marketing strategy influence sales? Need help? Download D-SRC 'Marketing Plan(s)'.

VI. The Appendix

DSOURCE Templates

- Complete Market Test
- Operations Plan
- Marketing Plan
- Balance Sheets & Financial Projections

Company Files

- Product Samples
- Business License/Incorporation Documents
- Management Team Resumes
- Industry or Operational Permits

D-SRC Operations Plan Outline

Develop your current and future operations plans using the below outline. Copy your responses in the D-SOURCE Fillable Operations Plan Template.

I. Operations Summary

<u>Mission & Vision</u>
Mission: What is the daily goal? To sell what unique product/service to whom? And Why?
Vision: What is the long-term goal? What transformative impact are you aiming to have in your market?

<u>S.M.A.R.T (Specific, Measurable, Attainable Relevant, and Time Bound) Goals and Objectives</u>
Describe 3+ S.M.A.R.T actions your company must take to achieve your mission and realize your vision.

<u>Hours of Operation & Location(s)</u>
List the days and times that the company is open for sales and customer service.
List the location(s) used for product development, preparation, sales and customer service

II. General Management

<u>Leadership Assessments</u>
Describe your internal evaluation process. How do you assess outcomes and improve?

<u>Procurement, Contracts, and Agreements:</u> Describe how general managers work with legal professionals to develop and execute sound agreements with partners, suppliers, and clients.

<u>Partnerships</u>: Describe the purpose/importance of each partner involved in production and sales.

<u>Suppliers</u>: List all the company's hardware and software suppliers. How does each support product development and sales? How much of each suppliers' product does the company use/buy? How often?

<u>Retail Management and Sales</u>: How do General Manager(s) support product preparation, sales setup, and personnel oversight? What is the closing and reconciliation process after each sales day? How do personnel convene to adjust goals prior to, during, and following completion of a project or sales day?

III. Administration and Accounting

Describe how the company tracks and monitors revenues and expenses. What software and applications are used? How and when are revenue/expense reports reviewed and reconciled?

IV. Human Resources

<u>Hiring</u>: What kind of talent does the company employ? Describe the candidate selection process.

<u>Onboarding and Training:</u> Describe the onboarding process for new employees and contractors. How long is the training and probationary period(s) for new hires? Describe any requirements.

<u>Personnel Requirements:</u> Describe dress code(s), licensing, and/or trainings required of personnel?

<u>Recordkeeping:</u> Describe time recording processes for employees. How are project or sales goals documented? What consistent evaluations are used to ensure time and resources are maximized? Describe any personnel requirements specific to your business or industry.

<u>Personnel Assessments and Discipline:</u> Describe how feedback is exchanged with employees. Under what circumstances do employees earn additional pay opportunities? Describe disciplinary procedures.

V. Product Development

Describe who prepares products/services, how, and the 'development location

VI. Marketing Strategy - Download the D-SRC 'Marketing Plan' Template(s)

Describe how the company promotes its offerings.

VII. Customer Service Model

Describe the steps that lead to a sale when customers arrive at your doorstep; options for purchasing ; methods of payment accepted; service delivery; and customer service resolution process.

VIII. Appendix

<u>DSOURCE Templates</u>
- D-SRC Marketing Plan

<u>Company Files</u>
- Job Descriptions, Training Manuals, and Company Policies

D-SRC Marketing Plan Outline

Use the prompts to develop a strategic marketing plan in the D-SRC Fillable Template.

I. Market Targets
Using your D-SRC "Complete Market Analysis' as a reference, summarize your market targets.

Customer	Who is your product meant for and how are they targeted in your marketing?
Location	In what spaces must the company have a consistent presence?
Competition	Which similar companies will you observe and learn from?
Market Gap	How do you message around your customer's desires/unfulfilled need?
Market Barriers	How do you navigate social/regulatory barriers that influence how you can sell?
Unique Value	How does the company articulate the unique value of its offering(s)?
Proven Demand	What bonafide customer feedback will the company promote in marketing?

II. Marketing Goals and Objectives
12-Month S.M.A.R.T (Specific, Measurable, Attainable Relevant, and Time Bound) marketing goals.

- Establishing the company's brand identity and a graphic design goals
- Developing the company's website and establishing high-quality SEO
- Establishing a consistent digital marketing plan (especially for email and/or social media)

III. Branding
Describe the company's brand identity. How was the company's brand established? When? How is the company's brand implemented in product development, sales, and/or service provision?

IV. Graphic Design
Describe the company's ongoing graphic design requirements. Describe how graphic design is used to support marketing goals? What kind? How often?

V. Websites, Landing Pages, and Search Engine Optimization (SEO)
Provide links to websites, landing pages. What happens when your customers arrive at your digital doorstep? How do your website's design and keywords maximize search engine traffic?

VI. Internal and External Events
Describe events hosted by your company and/or attended by your representatives in the next twelve months. How many? How do these events support your marketing goals.

VII. Social Media
Describe the social media channels you use; your posting schedule; third-party software used; and the type of content shared. How does your social media strategy to influence sales and/or website traffic? List your social links and a hashtags regularly used to promote your offerings.

VIII. Email Campaigns
Describe how the company uses email campaigns to promote its offerings and influence website traffic? How often? What software is used for email campaigns?

IX. Advertisements and Paid Messaging
Which paid messaging channels do you use? How much is spent? How often? Describe the tangible results of paid messaging. How is it used alongside free promotional methods?

X. Customer Feedback
How do you collect and track customer feedback? How is it used to improve? How do you maintain relationships with existing customers? Attach sample surveys to your marketing plan.

XI. Appendix
DSOURCE Templates
- The Complete Market Analysis

Company Files
- Company Branding and Style Guide(s)
- Customer Survey Samples

D-SRC Retail Development Manual

Use the prompts to develop your retail development plan in the D-SRC Fillable Template.

I. Location

Where is the commercial space located? Provide the address. Describe the area - nearby businesses, housing, parking, transit options, etc. How much foot and vehicular traffic? Provide a clear aerial snapshot.

II. Layout

What is the total square footage of your space? Describe the layout of your retail space including facilities, customer areas, prep areas, etc. Provide a floor plan.

III. Design

Describe the interior and exterior design of your retail space. This includes color palettes, lighting, fixtures, and overall mood. How does your design serve to uplift your customer's experience?

IV. Development

Describe the development that will take space at your retail space. What kinds of general contractors are involved? How long will it take? Provide a scope of work for all contractors.

V. Budget, Startup Costs and Sources & Uses

<u>Budget</u>

Describe your company's budget for a retail lease or purchase? Describe how the owner's current revenues and cash on hand provide for "affordability" in a retail location. A commercial lease is considered affordable when your total tenant costs do not exceed 30% of your company's monthly income.

<u>Startup Costs, Uses and Sources</u>

What is the total cost of construction? Provide a snapshot of your and uses budget

Uses

Describe your "use of funds." That is, your spending plan as detailed in your "Startup Costs" Budget. What portions of your Startup Costs are allocated for your commercial lease/purchase and build out? Which construction/contractors and miscellaneous costs are included as a part of your retail development project? Briefly describe the importance of each service and project component.

Sources

Describe your "source of funds." That is, the investors/partners you have already secured money from and the funding partners you are currently seeking funding from. Your Startup Costs" Budget should clearly delineate which specific portions of the project are covered by each "source."

VI. Timeline

Provide your retail development timeline. When do you expect to launch or open?

VII. The Appendix

<u>DSOURCE Templates</u>

- D-SRC Financial Projections
  - Startup Costs Sheet

<u>Company Files</u>

- Aerial Snapshot of the Company's Retail Location
- Floor Plan
- Style Guide(s) and Mood Board(s)
- Scope(s) of Work for all General Contractors
- Sources and Uses/Startup Cost Budget
- Property Purchase Agreement, Lease, or Letter of Intent

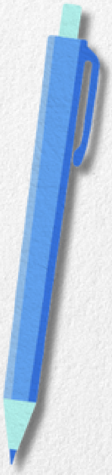
D-SRC Supplemental Downloads

- D-SRC 'Market Testing Guide' - Conduct a market test while simultaneously developing strategic marketing.
- D-SRC 'One-Page Marketing Plan' (provided in this guide!) - Use your analysis and strategic marketing from the Market Testing Guide to complete a formal marketing plan.
- D-SRC One-Page Operations Plan (provided in this guide!) - Use the 'One-Page Operations Plan' manual to build your business's current and future operations plan.
- D-SRC One-Page Retail Development Plan (provided in this guide!) - Use the 'One-Page Operations Plan' manual to build your business's current and future operations plan.
- D-SRC 'Balance Sheets Workbook' - Track your company's ongoing or preceding cash flows
- D-SRC 'Projections Workbook' - Build comprehensive financial projections from your growth plans.

Need Help?

If you have any questions, Team D-SOURCE is here to help! You can reach out anytime by sending and email to admin@d-src.com to inquire about our tools, ask questions, request a coaching consultation, or provide feedback for our team.

Let us know how we can help!



D-SOURCE CERTIFIED

D S