

The Write Plan, LLC Newsletter

- A Technical Writing Solutions Company

"Operational Plan - Business Plan Basics"

April 2010

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What's New ...

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Last month I talked about how to separate your business from the competition by talking about Benchmarking, Competitive and Environmental Analysis.
This month I am going to talk about the Operational Plan - Business Plan Basics.

Last month I offered a coupon with a discount on advertising within this newsletter and/or on my website under the networking calendar. I want to thank those of you who are considering the option along with those of you who read the newsletter last month and noticed it was my birthday!!! :o)

Due to the great response with the coupon I have decided to extend for April and May!

Happy Networking!

Chad

About Us

To encourage and promote the growth and success of other business owners. We offer the benefits of years of experience creating the solutions to the problems that are often roadblocks on the path to success.

Instead of enjoying their professions, many business owners are feeling overworked and understaffed. **The Write Plan, LLC** can help you reclaim your original vision by offering friendly, collaborative assistance on large and small projects.



NEED HELP PROMOTING A NETWORKING EVENT?

If your event would be of interest to entrepreneurs and small business owners please submit your event information for inclusion on the monthly networking events calendar by [clicking here](#).

HAVING TROUBLE TELLING OTHERS YOUR BUSINESS EXISTS?

If you would like **over 1,400** other businesses to find your business monthly, why not **advertise** within this newsletter.

HOW DO I SIGN-UP TO RECEIVE MY OWN COPY OF THE NEWSLETTER?

If you are looking to receive your very own copy of this newsletter each and every month please submit the form on our webpage http://www.thewriteplanllc.com/Monthly_Newsletter.html

FEEDBACK, QUESTIONS, OR COMMENTS?

Please submit feedback, questions, or comments on the Request Form webpage http://www.thewriteplanllc.com/Request_Form.html

Operational Plan - Business Plan Basics

Operational Plan

The operational plan deals specifically with the internal operations and equipment necessary to produce your product or service. The following are selected areas that need to be addressed in this section.

Location

Where will your business be located? What square footage is needed, in how many locations? What type of space is it? Office, warehouse, manufacturing, or a combination? What is the advantage, if any, of your location? At what point will the goals of the business exceed the above mentioned facilities? Provide a layout of your facility in the appendices of your business plan.

Equipment

Outline and describe the significant equipment needed, including cost. What does the equipment do, how do the pieces function together, and how much can be produced? Will you purchase or lease your equipment? Why and from whom? Be sure to include manufacturing equipment, vehicles, computers, and office equipment.

Labor

How many employees will you need? Full-time? Part-time? Break them out by function, number of hours worked, and hourly pay. Describe the skill sets needed. What are the salaries of those in management, production, distribution, sales and administration? Will you run multiple shifts? What are your hours of operation? What criteria is used to locate and hire quality employees?

Manufacturing & Service Process

Walk the reader through your manufacturing and service process from raw material through finished product. Where will you obtain and store raw materials? Outline your key suppliers, the purchasing process, and unique purchasing requirements. Where will finished goods be stored, and what is the associated space and cost? How will finished goods (or services) be distributed? What is the lead time for the entire process? How will quality be measured, controlled, and improved? Explain the technology requirements for your manufacturing process.

Other Issues to Consider:

- How will you keep track of inventory? Provide specific procedures and equipment used.
- How will you maintain quality control? What are the procedures to ensure that you are providing the top quality product or service?
- What type of insurance does your business need? Discuss the legal liability issues of your business.

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