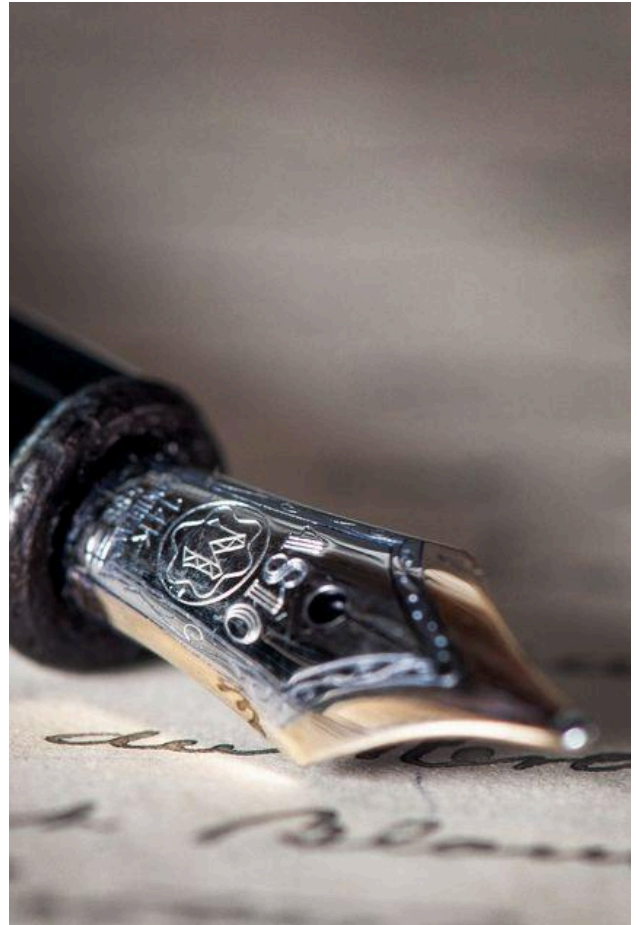


ENW 300. The Business Plan Assignment: The Big Picture

You'll start your business plan project by collecting sources of information and then summarizing what you have found in a memorandum which is due by the end of the day March 15. Before you get going, let's first step back and take a look at the big picture.



Scope – What You'll Do in the Weeks Ahead

Think of the business plan project as your term paper for this course. Your final text should run approximately 15 pages in length double-spaced and in a standard font. It will require research: **You should count on looking for, examining, reading, and taking notes on a minimum of 15 to 20 different sources.** In addition to your research,

you may want to spend a few afternoons visiting locations and competitors

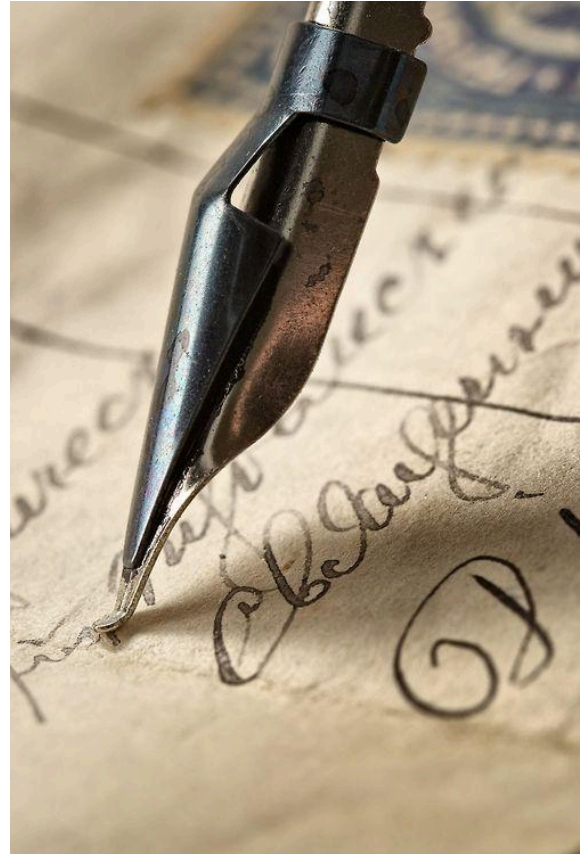
to see what they have to offer and to examine ways your idea can make a difference.

The Basics

Once you start working your way through the readings for the business plan assignment, you'll quickly notice that the sample documents are made up of two elements: (1) text and (2) spreadsheets, tables, and charts. In ENW 300, our focus is on the first of the two ***exclusively***: the textual content of business plans. That's what you will work on in steps during the weeks ahead in ENW 300. **Spreadsheets, tables, pictures, charts, or any other graphic element will not be graded and will not count toward any minimum length requirements.** In

other words, **don't work on those types of graphics and illustrations, and please do not hand them in. They will not count at all toward any minimum length requirements.**

If it helps, consider what your grade for the assignment will be based upon: your research, organization, and written presentation. And to repeat: Charts, spreadsheets, excel downloads, illustrations will not count toward your grade – or any minimum length requirements for the assignment - at all.





Make no mistake: There are numbers that you'll need to cite in your business plan text. There should be plenty that you can include in the details, specifics, examples, and explanations that will appear within the sentences and paragraphs that you compose. There will be absolutely no need to break them out into a balance sheet display or charts for the purposes of this class.

Two Additional Parts and One Final Draft

Besides the sources memorandum, there will be in all two additional papers to hand in for this project, including a final draft that will collect together all of the work you've done on your business plan project. Essentially, that will be your final project for class. Things are divided up this way to help you work on a long report in stages and receive feedback for sections of your

business plan little by little, something which will make revising your final far easier to do.

First, you will write a memo to summarize a list of 10 preliminary sources you have looked up to help gather information for your plan (due on **January 12** by the end of the day). The next assignment will be to research



and write about the industry or business segment you have chosen, its outlook and prospects both locally and nationwide, the demographics of the neighborhood market you will serve, and finally the competitors your business will face there. This second installment will be due on **January 15**. As a final step in preparation for your final draft, a third installment, due **January 18** will cover these additional topics: (1) your product or service; (2) your company's management, including a summary of your qualifications as the head of your business; (3) the exact physical location you have selected; (4) the equipment you'll need to get in order to start up; and (5) regulations and licenses you'll need to start up and what steps you'll have to take

to get them.

A final draft of your business plan paper will need to include a mission statement. **The final draft is due on January 22.**

Don't worry: You will receive feedback on your second and third memorandums and are expected to revise the material you submitted as part of your final business plan draft. In addition, you will need to include some new research and a mission statement.

Additional information on the assignments ahead - including any adjustments to the schedule posted here - will be posted regularly on Blackboard.

There's more posted to guide you on what to do for the first part of your business plan. Be sure to check your weekly homework folders for more information and guidance.