

Exec summary
Company description
SWOT Analysis
Marketing Plan
Operations Plan
Management Plan
Financial Plan

Main Components of a Business Plan

Executive summary. This is your five-minute elevator pitch. ...
Business description and structure. This is where you explain why you're in business and what you're selling.
Market research and strategies. ...
Management and personnel. ...
Financial documents.

10 essential components of a business plan

Executive summary.
Business description.
Market analysis and strategy.
Marketing and sales plan.
Competitive analysis.
Management and organization description.
Products and services description.
Operating plan.

Exec Summary
Company Analysis
Industry Analysis
Customer Analysis
Competitor Analysis
Marketing Plan
Operations Plan
Management Team
Financial Plan
Appendix

<https://www.growthink.com/businessplan/help-center/business-plan-layout-how-design-your-plan>

he 7 elements of a Business Plan

Executive Summary. ...
Business Description. ...
Market Analysis. ...
Organization and Management Structure. ...
Sales Strategies. ...

Funding. ...

Financial Projections.

Market Data

Globally

- 800M Small businesses and Self employed people globally
- 42.5% of world as a whole is self employed

United States

- 5-10 million are registered as self employed per the Bureau of Labor Statistics (?)
- 44 Million in US were self employed at some point during 2019 (30% of workforce) per Gallop for Intuit
- 22% have multiple revenue streams
- 11% work for an employer as well
- Average Sole Prop. made 34k vs 40k among those categorized as employed
- 26.4 Million Schedule Cs
- 57% of non farm sole props work in 5 sectors: 1) Professional Services 2) repair and personal services 3) construction 4) administrative services and 5) retail trade (unchanged for 2 decades)
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TABLE 2

Share of increase in sole proprietor tax returns by revenue class

	Change from 1990-2016	Change from 2009-2016
Under \$2,500	23%	24%
\$2,500 under \$5,000	9%	7%
\$5,000 under \$10,000	12%	6%
\$10,000 under \$25,000	25%	24%
ALL UNDER \$25,000	70%	62%
\$25,000 under \$50,000	13%	12%
\$50,000 under \$100,000	9%	14%
\$100,000 AND UP	8%	12%

Source: Analysis of IRS Table 12. Number of Business Income Tax Returns, by Size of Business for Income Years, 1990-2016 [1] Expanded.

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As many as 28% of workers (44 million in total) report being self-employed at some time during a given week, and twice the share of self-employed workers (22% or 9.7 million) work multiple jobs to make extra money when compared to those working for an employer (11% or 12.2 million).

- <https://www.forbes.com/sites/elainepofeldt/2020/05/30/survey-nearly-30-of-americans-are-self-employed/?sh=7d1ec1c82d21>
- <https://quickbooks.intuit.com/self-employed/report/>
- See gallop report downloaded

how many self employe people in the US



All News Images Shopping Videos More Tools

About 601,000,000 results (0.81 seconds)

Showing results for **how many self *employed* people in the US**
 Search instead for **how many self employe people in the US**

According to the latest figures released by the US Bureau of Labor Statistics (BLS), as of August 2021, the number of self-employed people in the US is **10.253 million**.

<https://www.oberlo.com> > Statistics

How Many Americans Are Self-Employed in 2021? - Oberlo

About featured snippets • Feedback

People also ask

What percentage of the US is self-employed?

A problem occurred. Try refreshing the page. New research shows that 44 million workers—or **28.2%**—were self-employed at some point during a given week in 2019. May 30, 2020

<https://www.forbes.com> > elainepofeldt > 2020/05/30

Survey: Nearly 30% Of Americans Are Self-Employed - Forbes

Search for: **What percentage of the US is self-employed?**

How many self-employed people are there?

<https://www.acecloudhosting.com/blog/quickbooks-intuit-stats/>

78% of small businesses rely on cloud accounting by 2020

Per intuit -

800M global small businesses and self employed

56M prospects visit intuit website each year

Added 1.1M in FY2019. (out of 56M, so only converting 2% of prospects)

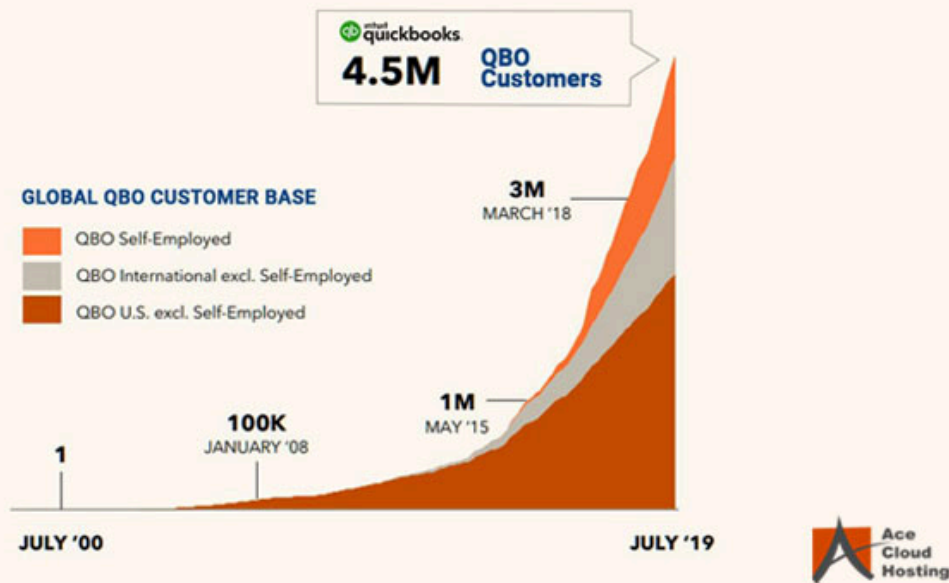
4.5 Million online cysts globally . took 15 years to get 1 M online customers.

Quickbooks desktop Enterprise and Online Advance - 200,000 customers in mid market

503k qb desktop (<https://www.quora.com/How-many-QuickBooks-users-are-there-in-the-US-and-Canada>)

40% of their customers are Small business (vs what?). And 30% of those are product based (70% are service based)

Strong Customer Growth



ARPC: Improved monetization over time

	FY'18 ARPC	FY'19 ARPC
QuickBooks Online US	\$490	\$553
QuickBooks Non - US	\$123	\$116
QuickBooks SE	\$115	\$94
QuickBooks Online WW	\$341	\$347
QuickBooks Desktop	\$574	\$623



SMALL BUSINESS & SELF-EMPLOYED

COUNTRY	FY'19 QBO SUBS	QBO SUBS GROWTH
U.S.	3.3M	25%
U.K.	545k	78%
Canada	315k	48%
Australia	224k	39%
Brazil	59k	47%
France	23k	143%
India	48k	42%
Rest of World	72k	33%
Total	4.5M	33%



Total QuickBooks Paying Customers

QBO, DESKTOP SUBS, DESKTOP UNITS BY FY



Total net adds (M)		0.2	0.5	0.8	0.9	1.2
QBO subs (000s)	1,075	1,513	2,383	3,412	4,536	
Desktop units (000s)	882	956	881	749	763	
Desktop subs (000s)	318	326	356	385	413	



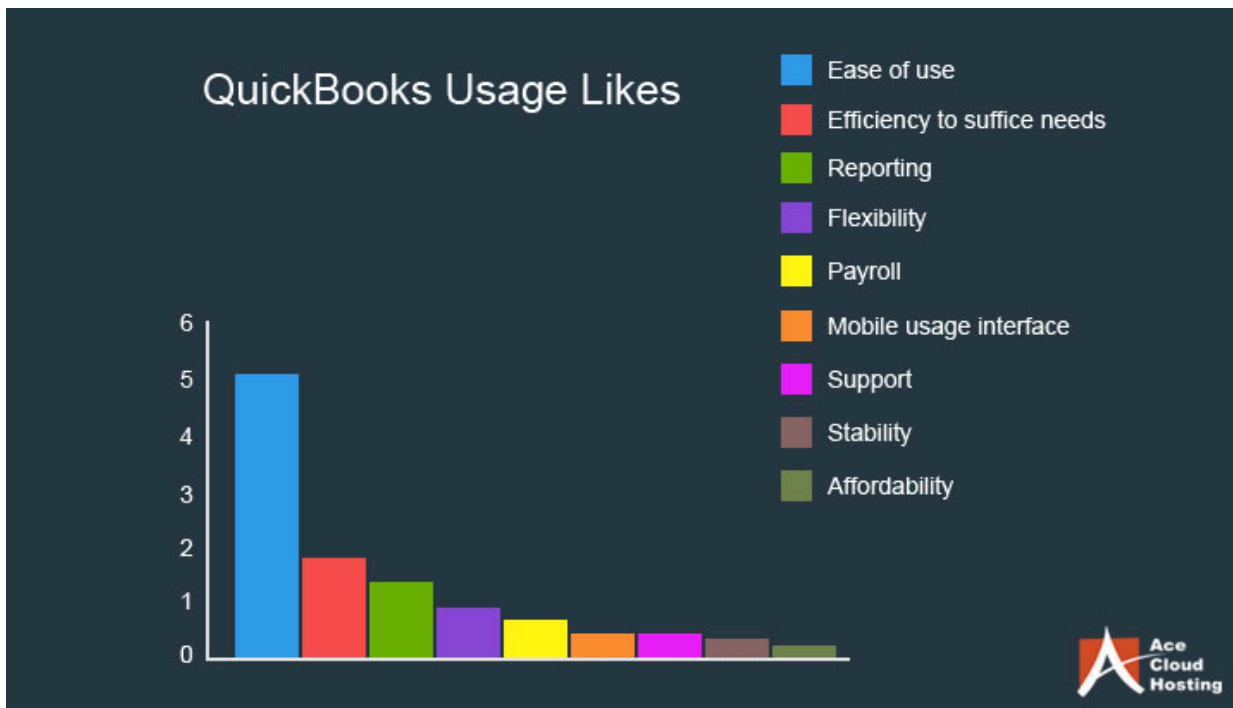
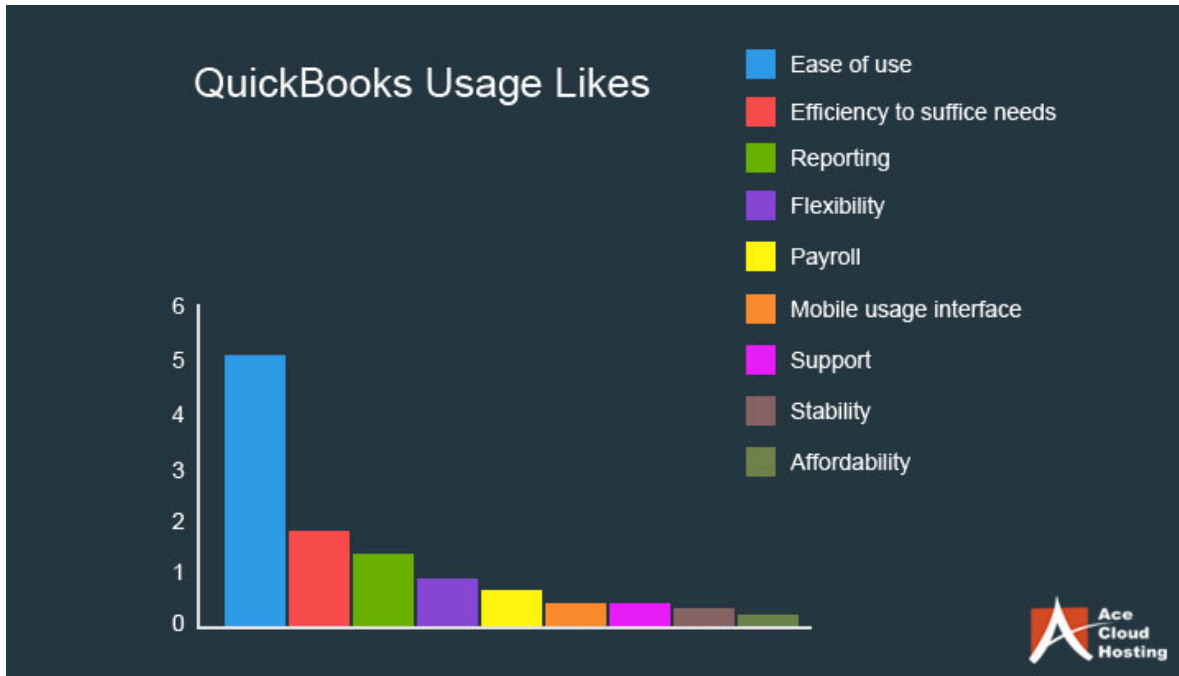
Payroll -

4M business use intuit Payroll

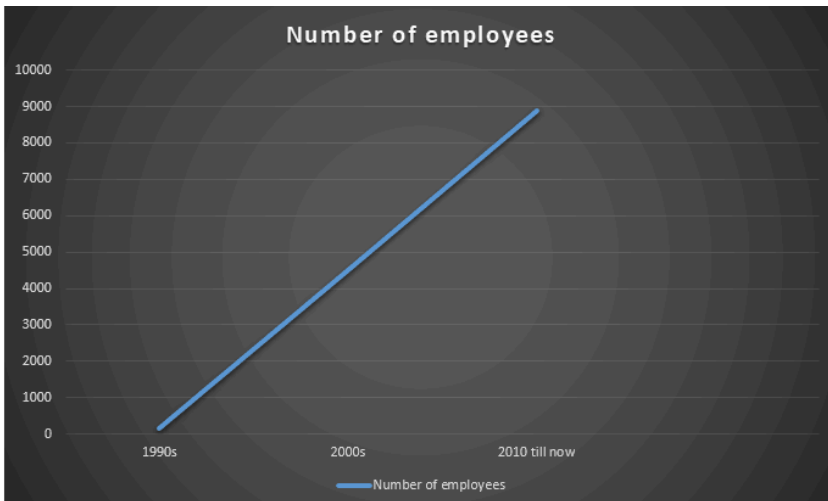
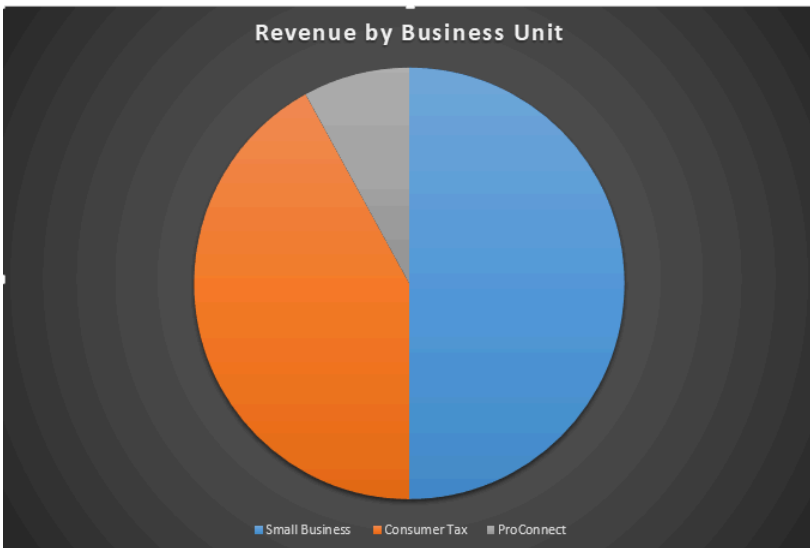
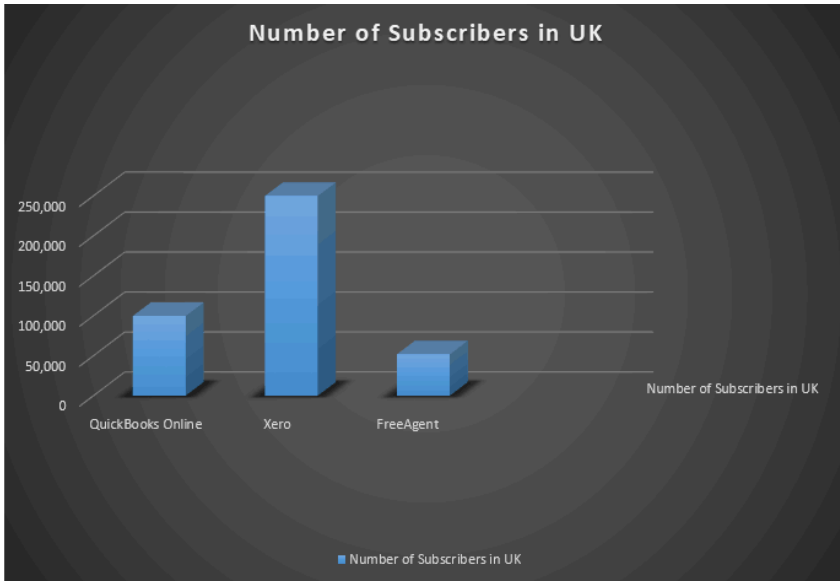
80% of rev from existing customers

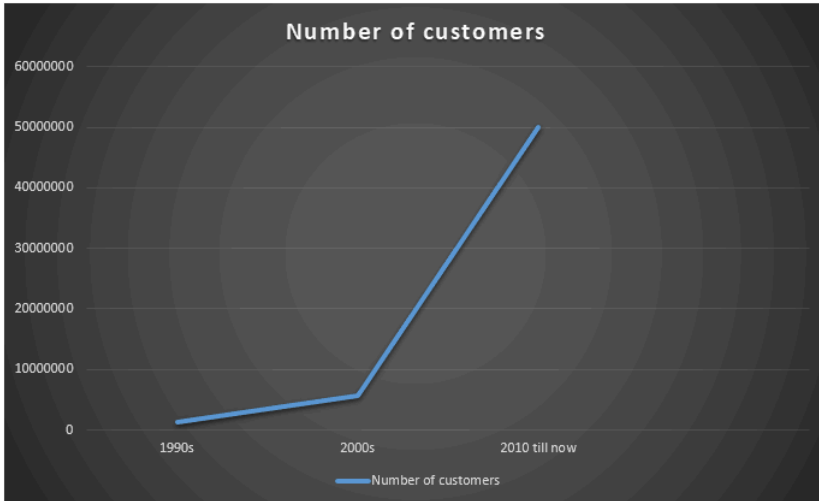
Ranked 24th on the Fortune 100 Best Companies to work in 2019

Ranked 70th on the Glassdoor top 100 Companies to work for in 2020



UK <https://www.cloudwalks.com/blog/the-latest-stats-on-quickbooks-and-intuit>

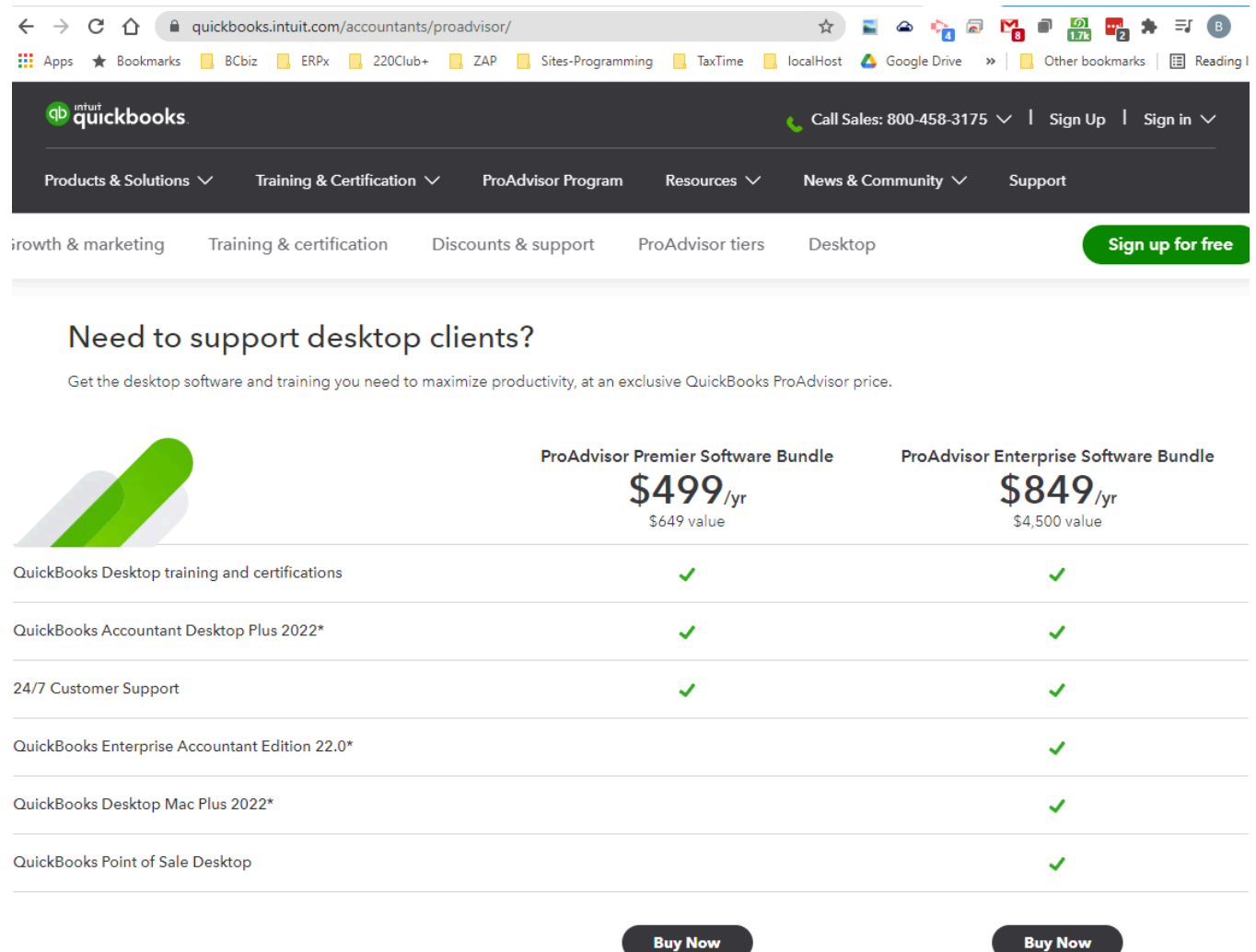




Quickbooks Current Training Model

Pro Advisor

<https://quickbooks.intuit.com/accountants/proadvisor/>



The screenshot shows the QuickBooks ProAdvisor website. The header includes the QuickBooks logo, a call sales number (800-458-3175), and links for Sign Up and Sign in. The main navigation bar lists: Products & Solutions, Training & Certification, ProAdvisor Program, Resources, News & Community, and Support. Below this, a secondary navigation bar includes: Growth & marketing, Training & certification, Discounts & support, ProAdvisor tiers, Desktop, and a green 'Sign up for free' button.

The main content area is titled 'Need to support desktop clients?' and states: 'Get the desktop software and training you need to maximize productivity, at an exclusive QuickBooks ProAdvisor price.'

	ProAdvisor Premier Software Bundle \$499/yr \$649 value	ProAdvisor Enterprise Software Bundle \$849/yr \$4,500 value
QuickBooks Desktop training and certifications	✓	✓
QuickBooks Accountant Desktop Plus 2022*	✓	✓
24/7 Customer Support	✓	✓
QuickBooks Enterprise Accountant Edition 22.0*		✓
QuickBooks Desktop Mac Plus 2022*		✓
QuickBooks Point of Sale Desktop		✓

At the bottom of the table, there are two 'Buy Now' buttons corresponding to the Premier and Enterprise bundles.

User Training

\$300-350/day... 2 days. Seems odd the self paced is almost as much as in person. Presumably to encourage the purchase of the in person?

<https://quickbookstraining.com/quickbooks-certification>

The screenshot shows the QuickBooks Training website. The browser address bar displays 'quickbookstraining.com/quickbooks-certification'. The page features a navigation bar with 'Questions? Chat now', 'Log in to your training', and a 'Find a class' button. Below the navigation bar, there are tabs for 'Live classes', 'QuickBooks certification' (which is selected), and 'Self-paced training'. A 'Change QuickBooks version' dropdown menu is also present. The main content area is titled '2 Choose how you want to prepare for the exam' and includes a subtext: '3 ways to learn everything you need to pass the exam. Learn more about each option in the table below.' The table compares three options: Live class, Self paced class, and VIP membership.

Live class	Self paced class	VIP membership
\$679.95	\$579.95	\$679.95 (+ \$29.95 per month after 30 days for live services)
Includes 1 exam w/1 retake (\$156 value)	Includes testing fee w/1 retake (\$156 value)	Includes 5 exams w/1 retake (\$780 value)
2-day live class (online). Great if you prefer being guided by a live teacher.	Self-paced version of our 2-day class. Great if you prefer learning at your own pace.	Best of both worlds. You get the self-paced class PLUS weekly Certification prep courses.
Need help? Your instructor answers all your questions during class.	No option for help or to get answers to your questions.	Your instructor is available 44 hours per week during our weekday Q&A sessions!
Learn more	Learn more	Learn more