

Options for Developing a Business Plan

(Updated: June 16, 2017)

Instructions

As a team review three different sets of materials for creating business and marketing plans:

- 1) **US Small Business Administrative (writing Business Plan)**
<https://www.sba.gov/starting-business/write-your-business-plan>
- 2) **The downloaded Marketing Plan Template and Guide from the Australian Government**
- 3) <https://www.business.gov.au/info/plan-and-start/templates-and-tools/marketing-plan-template-and-guide>
- 4) **BizKid\$ Business Plan**
<http://bizkids.com/wp/wp-content/uploads/Kids-Business-Plan.pdf>

Please be prepared to answer the following questions. Cite parts of the resources that support your answers.

- 1) One of these resources is quite different from the others. Which one is different? Why / how is it different?
- 2) What types of organizations have created these business plan resources? Are these organizations credible and trustworthy – why or why not?
- 3) Do these resources provide consistent or inconsistent advice on creating a business plan? Defend your answer.
- 4) Which resource is best for high school or college students? Why? Would your answer change if you were going to work with middle school students?
- 5) Do all business plans have to be organized, look and “sound” the same? Do the businesspeople who are developing business and marketing plans have some flexibility on how they structure a plan and the level of detail they include? Defend your answer.