Essential Elements For A Great Business Plan
Do you have…

- Direct experience in the business or industry?
- In-depth knowledge about the business or industry?
- Transferrable skills from your current job?
- Gaps in experience or knowledge?
- Money to invest into your business?

- Size of target customer base
- Demographics/Disposable Income
- Future needs, relevance
- Most Important Customer (MIC)
Does it solve a problem, want or need?
Is it unique? Will it stand out from the competition?
Have you proved the demand?
Do you still have solid data and statistics?
What is the industry outlook?

How much will a production run cost?
How many units do I need to sell to break even?
Research. Know your competition
Know their strengths and weaknesses
Know YOUR strengths and weaknesses
What are their advantages or disadvantages?
How does your product compare?

Determine start-up costs and operating expenses
Determine number of units needed to sell to break even
Identify ratios, norms and trends to mirror average business in your industry
First Source Federal Credit Union is a full-service financial institution, serving Members and our community since 1938.

We provide financial solutions with a personal approach; and build lasting relationships & partnerships to better those financially, and make our community stronger.

We serve over 35,000 Members with current branches in New Hartford, South Utica, North Utica, Herkimer and Rome.

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Tom is a Clarkson University MBA graduate. With nearly 30 years of banking, economic development and business consulting experience. Tom has lived, worked and volunteered in the Greater Utica area since 1986.

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“I am happy to answer any questions you may have. I look forward to putting you and your business first.”