

Module Summary

Setting Direction			Taking Action	
1. Sizing Up Your Business	2. Exploring Growth Opportunities	3. Making Strategic Decisions	4. Using Financial Tools	5. Strengthening the Product/Service
<ul style="list-style-type: none"> How is my business doing today? What are my vision and goals for the future? 	<ul style="list-style-type: none"> What growth opportunities are right for my business? What market research do I need to make decisions about my business? 	<ul style="list-style-type: none"> What is my business strategy for growth? What is my competitive advantage? What is my exit strategy? 	<ul style="list-style-type: none"> How do I build a budget that supports my vision and strategies? How do I know if my budget is accurate? How do I use financial statements to make financial decisions? 	<ul style="list-style-type: none"> How will I improve my product/service? How will I protect my product/service? How will I modify my prices?
Outcomes 1.1 SWOT Analysis 1.2 Three-year vision 1.3 Identify Goals	Outcomes 2.1 Industry Profile 2.2 Customer Profile 2.3 Competitive Analysis 2.4 Growth Opportunities	Outcomes 3.1 Business Strategy 3.2 Executive Summary	Outcomes 4.1 Preliminary Forecast 4.2 Financial Template	Outcomes 5.1 Product/Service Plan 5.2 Pricing Plan 5.3 Financial Projections

Taking Action				
6. Seizing the Market	7. Leading the Organization	8. Managing Operations for Growth	9. Charting Financial Performance	10. Strengthening the Product/Service
<ul style="list-style-type: none"> How will I brand my product/service? How can I maintain constant visibility with customers? What sales and distribution strategies are best for me? How can I create exceptional customer experiences? 	<ul style="list-style-type: none"> Do I have the right people on my management team? How can I improve the way I lead people and manage work? Am I using the appropriate legal form of organization for my business? 	<ul style="list-style-type: none"> What are the operational systems needed to support my business now and as it grows? How will I measure success? What performance standards and controls will I use to ensure success? 	<ul style="list-style-type: none"> How can I improve my business' profitability and financial performance? How much cash do I need now and in the future? Where can I get the cash I need? 	<ul style="list-style-type: none"> How do I get started implementing my business plan? How will I know if implementation is on track? What should I do first to make my plan a reality?
Outcomes 6.1 Industry Profile 6.2 Competitive Analysis 6.3 Market Analysis 6.4 Market Penetration 6.5 Financial Projections	Outcomes 7.1 Job Descriptions 7.2 Management and Organization Plan 7.3 Financial Projections	Outcomes 8.1 Design the Workflow 8.2 Operations Plan 8.3 Financial Projections	Outcomes 9.1 Financial Projections 9.2 Financial Plan	Outcomes 10.1 Business Plan 10.2 Plan Evaluation 10.3 Venture Presentation

Note: This module summary is for illustrative purposes only and is subject to change based on course updates, content upgrades, and audience-specific customization.