

## Business Plan Schedule

This is a generalized schedule for business plan assignments. More detail will be provided as you progress through the project.

The research for and construction of the plan is divided into three main parts.

Part 1: Defining the Business Opportunity; Part 2: Financials; Part 3: Operationalizing the Business.

Finally each team will submit a complete written plan and perform a final presentation.

Assignments are graded as follows: Complete and on-time - 2 points; Partial - 1 point; Not Done or Late - 0 points

Some assignments are valued on a 4, 2, 0 scale. The accumulation of assignment points can have a substantial effect on your final grade.

Month	General Dates	Week	Reading and Resources	Assignments
Aug	24-28	<b>Phase 1: Research and Opportunity</b>		
		1	Moodle: Print Part 1: It serves as a text. Read Pages 1-16 Print Individual Assignment Log	1 Print Part 1 2 Two Business Plan Topics 3 Six Team Rules 4 County Business Patterns, NAISC Codes
Sep	31-4	2	Industry Research Read pages 17 - 29	5 Search Trade Associations 6 SEC 10-K Reports 7 Hoovers; List of Success Factors
	8-11	3	Competition Read Pages 30 - 31 Market Potential Read Pages 32 - 34	8 <a href="#">Submit Team Evaluations</a> 9 Submit 1st Draft of Industry Research Facts 10 Submit List of Competitors; 11 Demographics
	14-18	4	Read Page 35 Moodle: Print Part 2: Finances	Submit 1st Draft of Competition Profile; Success Factor 12 Matrix 13 Submit 1st Draft of Market Potential 14 Write Short Statement of Business Opportunity 15 Print Part 2
Oct	21-25	5	Read Pages 50 - 57 Balance Sheet, Income Statement, Cash Flow Statement, Balance Sheet	16 Lemonade Stand; Own Example
	28-2	6	Read Pages 58 - 64	17 <a href="#">Submit Team Evaluations</a> 18 Lemonade Stand Income Statement Ratios 19 Create Accounts and Ratios
	5-9	7	Finance Quiz Read Pages 65 - 76	20 Create Income Statement and Fill in Expenses 21 Provide estimate of COGS, Price List/Menu

	12-16	8	Build Financials	22 Build and Present Basic Financial Documents Link BS, IS, CF and BS
	19-23	9	Writing the Plan Submit Drafts	23 <a href="#">Submit Team Evaluations</a> Rewrite Sections on Business Opportunity 24 Research, Competition, Market Potential 25 Write Draft of Financial Section
	<b>Phase 3: Operationalizing the Business</b>			
	26-30	10	Product & Service Description Value Proposition Methods of Delivery Competitive Advantage What you need to get started(Capital Assets)	Write a Product Description Write your value proposition Define method of delivery Draw a facility or website layout Define Capital Assets
Nov	2-6	11	How Do I create an Organization What is an Organization Chart Goals, Risk and Contingencies  Legal Forms of Business	1st Draft of Plan - Sections from Business Opportunity to Financials Identify the Organization skills required Write Owner resumes Define skills needed Create an organization chart Write job descriptions Define areas of risk and contingencies Define goals
	9-13	12	Marketing	<a href="#">Submit Team Evaluations</a> Identify legal form of business Define conflict resolution and distribution of profit
	16-20	13	Marketing	2nd Draft - All Sections
	23-27	14		Thanksgiving - No Classes
Dec	30-4	15	Review Business Plan	
	7-11	16		Presentation and Final Copy <a href="#">Submit Final Copy, Power Point Slides and Final Team Evaluations</a>
	14-18	17		Finals

Point Scale
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