Successful Business Plan:

Secrets & Strategies

7th Edition

ANCILLARY MATERIAL PREVIEW PACKET



Ancillary Material Preview Packet

Dear Professor,

Thank your for requesting our Ancillary Material Preview Packet, a sample of our instructor materials for *Successful Business Plan: Secrets & Strategies 7th Edition*. With proof of adoption as a required textbook for your college classes, or with an order from your college's bookstore, we will grant access to our full ancillary materials at no extra charge:

- Instructor's manual, including a sample class syllabus
- Test bank of multiple choice and true/false questions
- Class exercises to help your students develop critical thinking skills and apply them to entrepreneurship
- 349-slide PowerPoint presentation to enhance lectures

When you adopt *Successful Business Plan* for your classes, you not only provide students with the best selling business plan guide in America, you're also keeping good company: 22 of the top 25 entrepreneurship schools in the country use this text in their programs.

For more information and to adopt *Successful Business Plan*, please contact us via email or phone.

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Excerpt of Sample Syllabus

ENT 312: The Successful Business Plan
PlanningShop University, Fall 2020
Text: *Successful Business Plan: Secrets & Strategies, 7th edition*
by Rhonda Abrams
Planning Shop
ISBN 978-1-933895-82-6

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Welcome to ENT 312: The Successful Business Plan!

In this course, you will:

- Become familiar with the components of a business plan
- Working in teams, develop a business plan for a new business
- Learn how to present your business plan to potential funders/investors

Using the Abrams text, you will learn about the various components of a business plan, from the executive summary to strategic positioning to the technology plan to social responsibility. We will pay extra attention to the financials, including income statements, balance sheets, cash flow statements, sales projections, and so on. You may choose to purchase the companion software that is supplemental to the text, the Business Plan Financials. The worksheets are an Excel-based spreadsheet program, suitable for printing, and can be purchased and downloaded from PlanningShop's website: www.PlanningShop.com/business-plan-financials-for-windows. (Please remember that software piracy is stealing, and it is illegal. Show PlanningShop the same respect you hope that your customers will show you, and don't pirate the worksheets.)

You will develop your business plans in small groups, following the steps presented in the Abrams text. A sample plan is included in the text for your reference, and we will be exploring each section in class as well. Your team with present its business plan to a



panel of potential funders, made up of venture capitalists, angel investors, and bank lenders.

Course Goals:

- Prepare a concise and effective written business plan and present it orally to a panel of potential funders
- Include support in the form of: evidence of customer acceptance, appreciation of funders' needs, evidence of focus, and proprietary position
- Display an understanding of the different components of the business plan in relation to each other and the business as a whole within the context of the industry
- Prepare an executive summary
- Prepare a company description
- Prepare a marketing/sales plan
- Prepare an operations plan
- Prepare complete financial projections
- Prepare a social responsibility plan
- Prepare an exit plan



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Sample Test Bank Questions

Introduction and Chapter 1: The Successful Business

For multiple choice questions, circle one answer. For true or false questions, circle a (true) or b (false).

1. When developing a business plan, which is most important?
    a. The plan itself
    b. The planning

2. In what ways does a business plan help you succeed?
    a. You make your mistakes on paper, not with precious time and real money
    b. You ask the tough questions
    c. You examine all aspects of your business
    d. All of the above
    e. b and c

3. Which of the following are not necessary factors of a successful business?
    a. The business concept
    b. Financial control
    c. Creating a new product
    d. Ability to attract, motivate and retain employees

4. Meeting _____ is the basis of all business. (needs)

5. Successful businesses must incorporate how many of the following elements:

    Something new | Something better | Underserved or new market
    New delivery or distribution channel | Increased integration

    a. Zero
    b. At least one
    c. Three
    d. All five



6. To understand the market, which of the following must you do?
    a. Define the market
    b. Gather market data
    c. Evaluate the market
    d. Determine market readiness
    e. All of the above

7. True or false? Your company is subject to the same conditions that affect your industry overall.
    a. True. No business operates in a vacuum.
    b. False. My business is special.

8. A clear strategic plan
    a. Enables you to capture the entire market
    b. Distinguishes you from competitors
    c. Is sensitive, top-secret information
    d. All of the above

9. Evaluate each member of management for:
    a. Experience
    b. Realism
    c. Flexibility
    d. Ability to work well with others
    e. All of the above

10. Demographics trends in the U.S. indicate a tight labor market through the early part of the 21st century. To enhance their ability to attract employees, employers should:
    a. Provide free pizza and beer to employees every Friday
    b. Develop a reputation as a good company to work for
    c. Develop management practices that treat employees fairly
    d. All of the above
    e. b and c



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Sample Class Exercises

Some of the exercises that follow require the students to have a business of their own to serve as the basis of their plan. If they do not have a business to use for different exercises, they can choose a fictitious business from one of the following industries:

- Restaurant
- Construction
- Biotech/medical
- Cloud-based software
- Retail
- Education
- Manufacturing
- Import/export
- Consulting
- Franchising

Each exercise includes the approximate time that students will need to complete it. We hope you will be able to fit these exercises perfectly into your curriculum based on their durations and the length of the course or program.

Chapter 14: Social Responsibility & Sustainability

1. **Group or individual.** Big corporations in the U.S. that are admired for their social responsibility include: UPS, Salesforce.com, Starbucks, Alcan, and Hewlett-Packard. Choose one of these companies (or another large corporation) and research their social responsibility activities. Then answer the following:
   a. Does the company participate in the community? If so, how?
   b. Does the company donate a set percentage of profits/sales? If so, how much?
   c. Does the company allow employees to be active in projects on paid time?
   d. Does the company donate products? If so, what products and how much?
   e. Does the company follow environmentally sustainable business practice? If so, describe.



f. Do members of management serve of agency boards? If so, who and where?
g. In what other ways is the company involved in social responsibility? (Approximate time: 3 hours)

Chapter 15: Development, Milestones & Exit Planning

1. **Individual.** Thinking about the future of your company, fill out the worksheets "Company Vision" and "Future Milestones" on pages 274 and 278. (Approximate time: 1 hour)

Chapter 16: The Financials

1. **Individual.** You can easily find the financials for publicly traded corporations on sites such as Yahoo! Finance (http://finance.yahoo.com) or Google Finance (www.google.com/finance). Look up a publicly traded corporation and find its financials: income statement, balance sheet, and cash flow. Answer the following questions for the company you chose:
   a. What types of trends do you notice for the last 10 years?
   b. Can you find any news items or press releases that correspond with upturns or downturns in income?
   c. Look at the income statement.
      i. What is the **total** income for the most recent year the website provides? Most recent quarter?
      ii. What is the gross or net income for the most recent year the website provides? Most recent quarter?
   d. Look at the balance sheet
      i. What are the total assets for the most recent year provided? Total liabilities?
   e. Look at the cash flow
      i. For the most recent year provided, what is the net cash flow? Is it positive or negative?

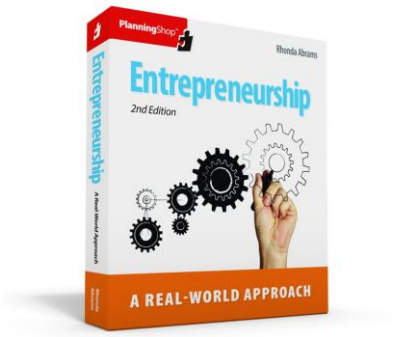
   Turn to pages 396 and 397. Choose five key ratios from the worksheet and calculate them. (Approximate time: 3 hours)



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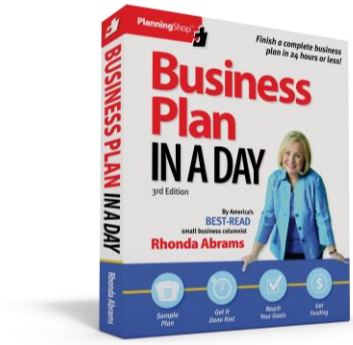
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