



# BUSINESS PLANNING FOR A STRONG 2023

PRESENTERS: LISA CARD AND ARMANDO ESPARZA



# WELCOME!



*Thank you for joining us !*

- This session is being recorded
- Attendees are muted. If you are having trouble hearing, please check your speakers.
- Questions: as you have questions please submit your them in chat and we will get to those!

*Let's get started!*



# PRESENTERS



Armando Esparza, Business Analyst



Lisa Card, Business Analyst and  
AZED Pro





# NATIONAL NETWORK



- Small Business Administration
- Arizona SBDC Network
- Maricopa Community College

We are Arizona's go-to resource to start, grow and transition a business with having over 10 centers throughout Arizona and # Business Analyst to meet with you.

# WHO WE SERVE



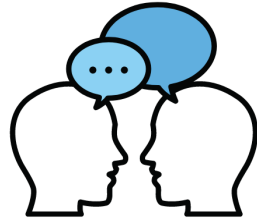
Businesses that are independently owned and operated, for profit, located in the United States.

## SBA DEFINED SIZE STANDARDS FOR SMALL BUSINESS

Average Annual Receipts range by Industry.

- \$39.5M for most general construction
- \$16.5M for specialty trade contractors
- \$8M for most retail and service industries
- \$1M for most agriculture businesses
- Number of employees can range up to 500 depending on the industry

# SERVICES PROVIDED



**Business Counseling – No Cost**



**Trainings – No Cost**



**Resources – No Cost**



www.arizonaaero.com



Overview

For Service Providers

For Service Seekers

Log In

FOR SERVICE SEEKERS

# Advancing Arizona Businesses with On-Demand Expertise

Are you launching a new product? Expanding your market presence? Have a project that's under-resourced? AERO is Arizona's B2B marketplace that connects your business with experts ready to offer their services and expertise to help you reach your business goals. Whether you're a solopreneur or a long-time business owner, gain access to resources and the support to turn ideas into action.

Get started

In partnership with **Riipen**

Supportive staff

Fully subsidized

Proven marketplace

Simple matchmaking



# PARTNERS



RESPOND → PLAN → RETURN STRONGER



RESPOND

to the immediate impacts



PLAN

for the future



RETURN STRONGER

than before

## WEBINARS

Webinars are available for small businesses to learn strategies on how to navigate these unprecedented times and make important mentorship connections.





# TOPICS

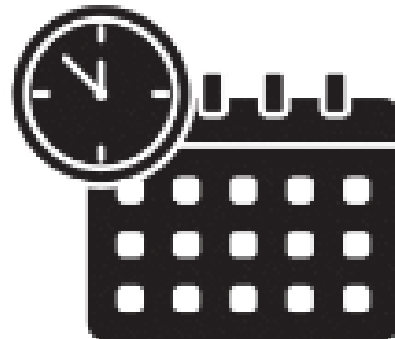
- Building your Business Model/Plan
- Templates and Software
- Plan Topics and trends to consider
- Marketing Plan Trends for 2023

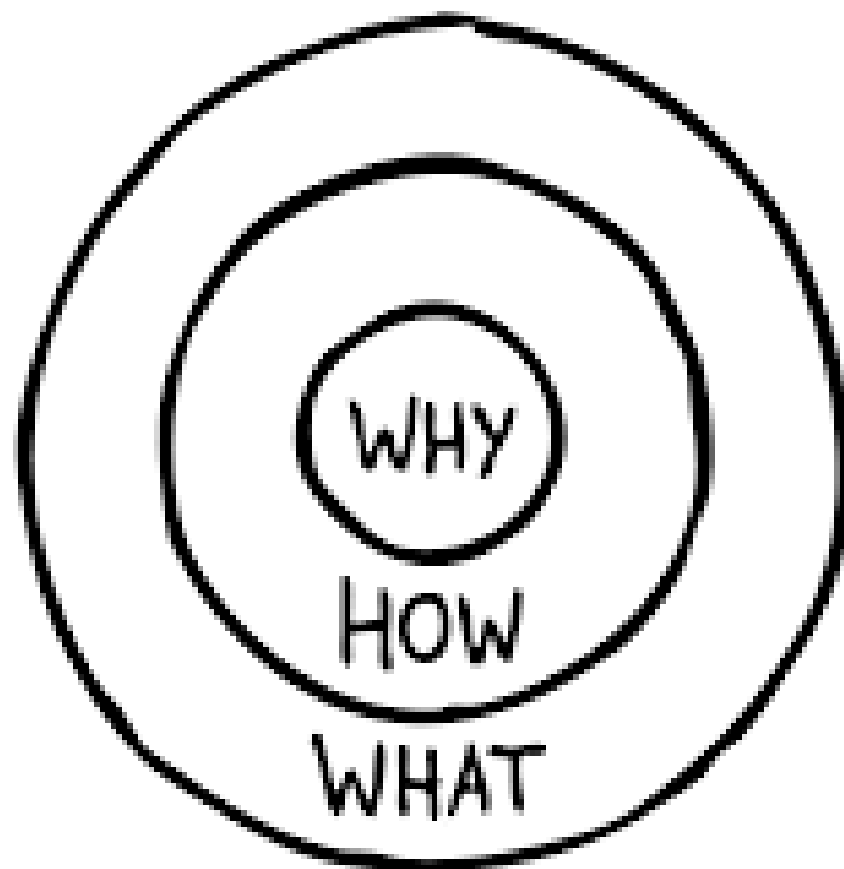


# BUSINESS PLAN CHALLENGE



Keep it Simple  
and  
Get it Done in 30 Days or Less







# TEMPLATES AND TOOLS



**Business Plan**  
for \_\_\_\_\_  
Company Name  
Prepared by \_\_\_\_\_

**Table of Contents**

- Credibility Agreement.....1
- Executive Summary.....2
- Company Description.....3
  - Proprietors and Shareholders.....3
  - Advisors.....3
  - Products and Services.....3
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  - Objectives.....3
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  - Target Market.....5
  - Total Market Valuation.....5
  - Target Company Revenue.....5
  - Market Trends.....5
  - Profile of Competitors.....6
  - Competitive Advantage.....6
  - Benefits to Clients.....6
- Marketing/Sales Strategy.....7

PowerStart your business today with...  
**The One Page Business Plan®**

The One Page Business Plan methodology is the fastest, easiest way to write a plan. Using key methods that planners plan and succeed for a company, business unit, department, program or program - on a single page. This methodology forces you to get it your company on what to implement and avoid for success!

**Women Helping Women in Business, Inc.**  
Fiction Business Plan

	What are the key performance indicators (KPIs) for your business? (What are the key performance indicators (KPIs) for your business?)	<b>Values</b> What are your values?
	What are the key financial ratios for your business? (What are the key financial ratios for your business?)	<b>Mission</b> Why does your business exist?
	What are the key financial ratios for your business? (What are the key financial ratios for your business?)	<b>Objectives</b> What are your objectives?
	What are the key financial ratios for your business? (What are the key financial ratios for your business?)	<b>Strategies</b> What are the strategies for your business?
	What are the key financial ratios for your business? (What are the key financial ratios for your business?)	<b>Action Plans</b> What are the action plans for your business?

University Cycle Works

Plan Print Sharing Downloads

PLAN OUTLINE

- Executive Summary
- Company
- Products and Services
  - Products and Services
  - Competition
  - Technology
- Target Market
- Strategy and Implementation
- Financial Plan
- Appendix

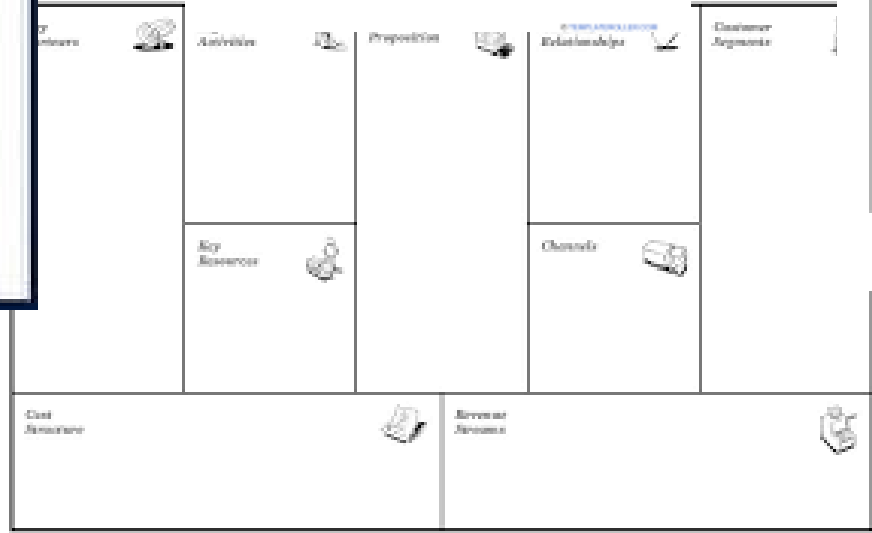
**Technology**

The Daily Plan's desktop technology is based on a "cloud" technology (SaaS) to allow users to access the application from any device and access any data anywhere. This technology is based on the following page - the desktop version is available from this page.

The Daily Plan's desktop version is based on a "cloud" technology (SaaS) to allow users to access the application from any device and access any data anywhere. This technology is based on the following page - the desktop version is available from this page.

Go to next page

Go to first page





# EXPLAINING YOUR VISION

**WHAT ARE YOU BUILDING  
OVER THE NEXT 1, 3 OR 5  
YEARS?**

## **VISION DESCRIPTION**

- What type of business is this?
- What market does it serve? Target customers?
- Where is business located?
- Key products and services?
- How big by when?
- Will it have employees and how many?

## A Simple Formula for Writing a Vision Statement

Type of Business  
+  
Geographic scope and Projected Annual Sales  
+  
Core Products/Services  
+  
Customer Profile

Ex: WH Development designs and builds affordable living communities throughout urban regions close to big industries in Arizona. We are providing a solution for the ever growing workforce housing shortage. Over the next three years we are looking to grow into a \$15 million workforce housing designer.



# EXPLAINING YOUR MISSION

EVERY BUSINESS EXIST FOR A  
REASON!

## MISSION DESCRIPTION

- Why does this business exist?
- What are you committed to providing your customers?
- What promise are you making to customers?
- What wants, needs, desires, pain or problems do your products or services solve?
- What makes you unique?



## A Simple Formula for Writing a Mission Statement

Ideal Client Description  
+  
Goal/Benefit of your Products/Services

Ex: Providing our expanding workforce a quality built affordable home in developed communities close to big industries.

# 5 PARTS OF A BUSINESS PLAN/MODEL



- **EXECUTIVE SUMMARY**
- **OPPORTUNITY** : Problem Worth Solving, Solution, Target Market, Competition, Your Advantages
- **EXECUTION** : Marketing Plan, Sales Plan, Location & Facilities, Technology, Equipment & Tools, Milestones Table
- **COMPANY:** Ownership & Structure, Team, Advisors
- **FINANCIAL PLAN** : Revenue, Cost of Goods, Personnel, Expenses, etc



Executive Summary

Opportunity

↳ Problem & Solution

↳ Target Market

↳ Competition

Execution

Company

Financial Plan

Edit Outline

# Opportunity

## Problem & Solution

### Problem Worth Solving

This item isn't started yet.

Start writing now

Comments ^

### Our solution

This item isn't started yet.

Start writing now

 Pitch

 Plan

 Forecast

 Benchmarks

 Schedule

 Dashboard

 Options

+ Invite Users

Executive Summary

Opportunity

↳ Problem & Solution

↳ **Target Market**

↳ Competition

Execution

Company

Financial Plan

**Edit Outline**

## Target Market

### Market Size & Segments

This item isn't started yet.

**Start writing now**

 Comments ^

## Competition

### Current alternatives

This item isn't started yet.

**Start writing now**

 Comments ^

# RESEARCH TOOLS



by verticalIQ

Home

News

Local Economies

Sort & Target

Find an Industry

e.g. Dentistry

by Keyword



Recently Visited

Favorites

Alphabetical

Categories

Newly Added

Health Supplement Stores

Coworking Spaces

US Transportation and Warehousing Sector

Acupuncturists

Sports Training Services

## My Industry News [\( Select favorites \)](#)

Search News Stories



### LOCAL GOVERNMENTS

#### State governments rethink workforce housing during staffing shortage

The Colorado Department of Transportation said it needs workers to live in areas near resort towns that, across the country, have experienced a post-pandemic housing shortage where demand far outgrew supply, making it too expensive for most working-class people. The staffing is critical as the department works to upgrade the state's highways.

Jan 16 · KPAX

### PHARMACEUTICAL MANUFACTURERS

#### California Sues Drug Makers, PBMs Over Rising Prices for Insulin

California has joined the legal fight over insulin prices for patients with diabetes. State Attorney General Rob Bonta this week filed suit against insulin makers and PBMs "for driving up the cost of the lifesaving drug through unlawful, unfair, and deceptive business practices in violation of California's Unfair Competition Law."

Jan 16 · Formulary Watch

### NURSING HOMES

#### Nursing homes plead for financial help as closures, staffing shortages endanger care

The COVID-19 pandemic, wage restructuring, and inflation have shrunk options for seniors as

## My Local Economy

Maricopa County, AZ



Job Growth:

4.6% ↑

4.7% NATIONAL

last 12 months

Home Price Forecast:

7% ↑

4.9% NATIONAL

next 12 months

Home Prices:

9.0% ↑

383,500 AVG. PRICE

last 12 months

Unemployment:

3.4% ↑

4.7% LAST YEAR

3.7% NATIONAL

August 2022

Employment by Industry:

The local economy had a total of 2,158,054 jobs in December 2021. Tourism & Hotels, Construction & Mining and Retail Trade have been the strongest industry sectors over the past 12 months.

[View full report for Maricopa County, AZ >>](#)

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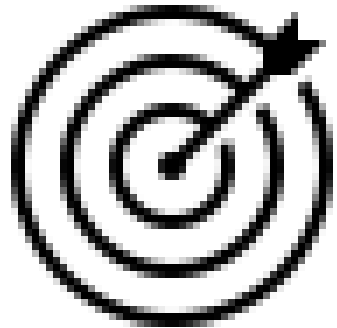
POWERED BY



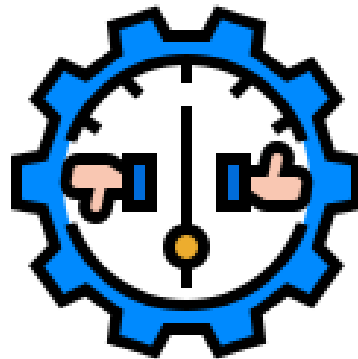
U.S. Small Business Administration



# THE IMPORTANCE OF A MARKETING PLAN



Marketing Strategy  
and Goals



Focus on Most Effective  
Marketing Tactics



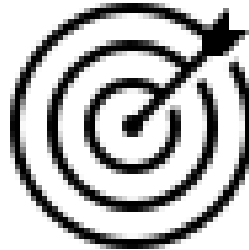
Identifies Target  
Customers

# Developing a Marketing Plan and Strategy



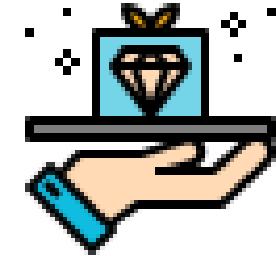
**STEP 1:**

Market Analysis



**STEP 2:**

Marketing Goals



**STEP 3:**

Unique Selling Proposition  
(USP)



**STEP 4:**

Target Audience



**STEP 5:**

The Right  
Marketing Mix



**STEP 6:**

Implement and Track

# Step 1: Conduct a market analysis



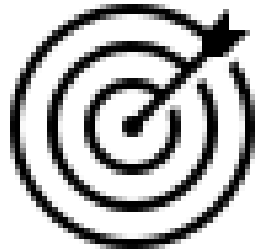
## Market Analysis

- Understand your target market
- Understand current market conditions
- Identify your competition's strengths and weaknesses





## Step 2: Set clear and measurable marketing goals

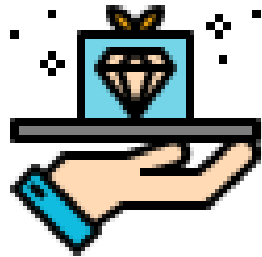


### Marketing Goals

- Identify what you want to achieve with your marketing efforts
- Goals align with your overall business objectives



## Step 3: Develop your unique selling proposition (USP)



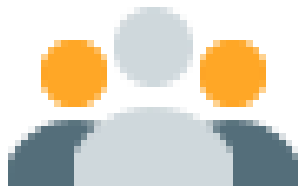
### Unique Selling Proposition (USP)

- What sets your product or service apart from the competition?
- Use your USP to guide your messaging and branding
- AKA Unique Value Proposition

"We GUARANTEE -  
Fresh hot pizza, delivered in 30 minutes or less or it's FREE!"



# Step 4: Identify your Target Audience



## Target Audience

- Understand the characteristics and needs of your ideal customer
- Tailor your marketing efforts to effectively reach and engage your target audience

**Y4.06**

**BUSINESS CONCEPT /Customer Portfolio**

**DECISION SHEET**

© 2.2.5

**Job to be done**  
By getting to understand who our customers are and what they think, feel, and do, we can better figure out how to create value for them and communicate with them in the best way.  
A good communication about a product that also fits our customers' needs gives good chances of selling.

**How to do it**  
Start by noting which type the persona is that you want to describe. Use the checklist for inspiration. Then write down any facts you know about one of your typical customer personas.  
Continue by noting keywords on how you imagine that your customer thinks, what he/she feels, does, and where he/she is going in life.  
Finish by writing down details about your customer persona's current situation as for challenges, needs, circumstances, environment, and other elements you can think of.

**Next step**

- Decide if it is useful to describe other customer personas.
- Use your notes to write a more coherent description of your typical customer.
- Decide what to change in your product and/or communication to better fit your customer persona.

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Developed by: **GrowthWheel®**

**Customer Persona**  
Get a better understanding of your customers by describing typical profiles

**CHECKLIST: PERSONA TYPES**

- User
- Buyer
- Initiator
- Influencer
- Decider

**TYPE OF PERSONA**

**FACTS ON TYPICAL CUSTOMER PERSONA**

Age	
Gender	
Education	
Position	
Report to	
Industry	
Location	

**CUSTOMER PERSONA: THINKING**

Ideas	
Assumptions	
Opinions	

**CUSTOMER PERSONA: FEELING**

Concerns	
Interest	
Preferences	

**CUSTOMER PERSONA: DOING**

Responsibilities	
Projects	
Activities	

**CUSTOMER PERSONA: GOING**

Direction	
Changes	
Opportunities	

**CUSTOMER PERSONA'S CURRENT SITUATION**

Challenges	Needs	Circumstances	Environment	Resources	Other

Date: \_\_\_\_\_ Name: \_\_\_\_\_ Company: \_\_\_\_\_

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## Step 5: Choose the right marketing mix

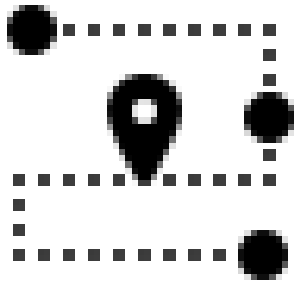


### The Right Marketing Mix

- Determine the most effective marketing tactics to reach your target audience (e.g. social media, email marketing, content marketing, etc.)
- Develop a budget and allocate resources accordingly



## Step 6: Implement and track your marketing plan



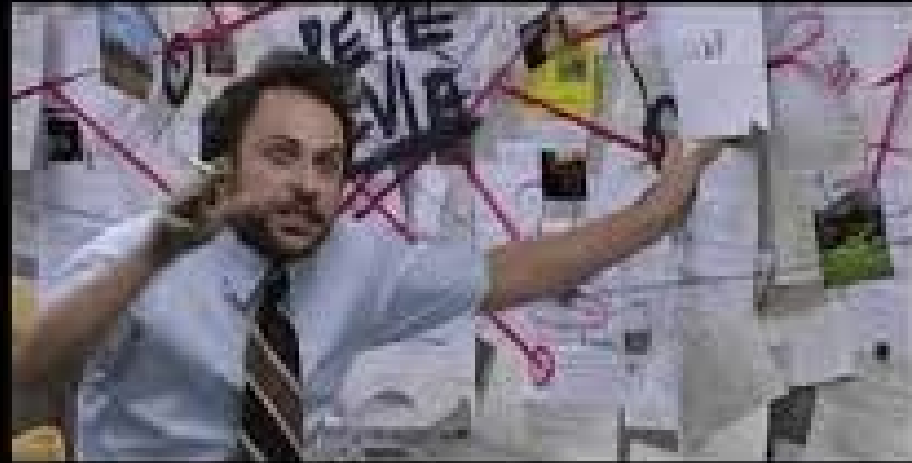
### Implement and Track

- Put your plan into action
- Make adjustments as needed
- Measure the effectiveness of your marketing efforts
- Track progress towards your goals



# Marketing Trends for 2023

Digital Marketers trying to  
keep up with multiple trends  
be like:

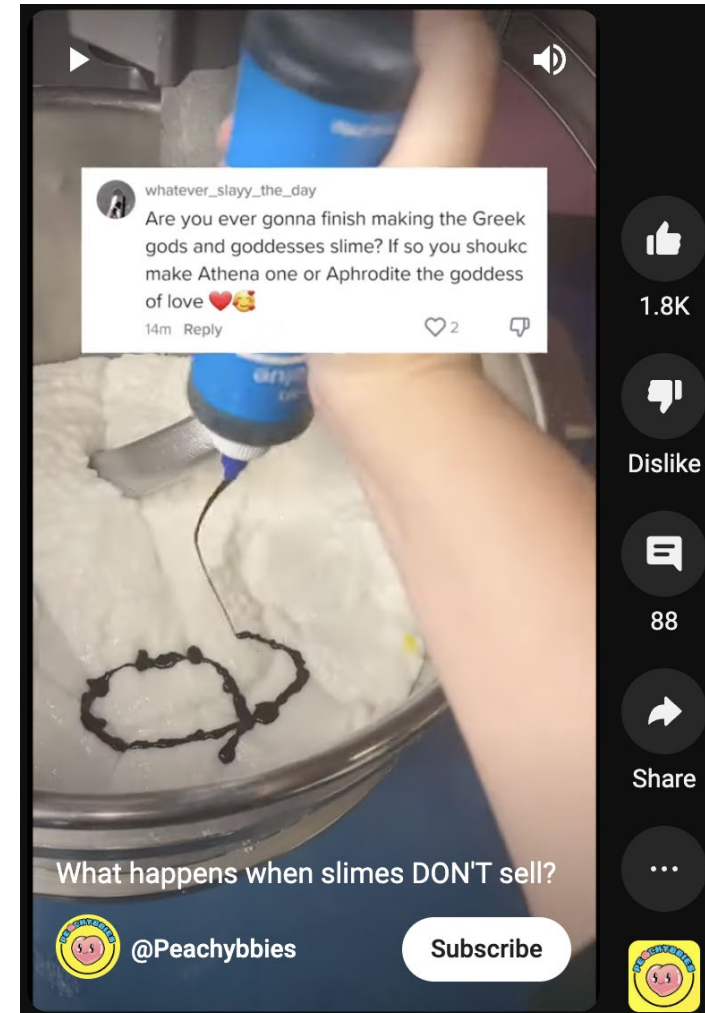




# Marketing Trends for 2023: Video Marketing

## Why Video Marketing:

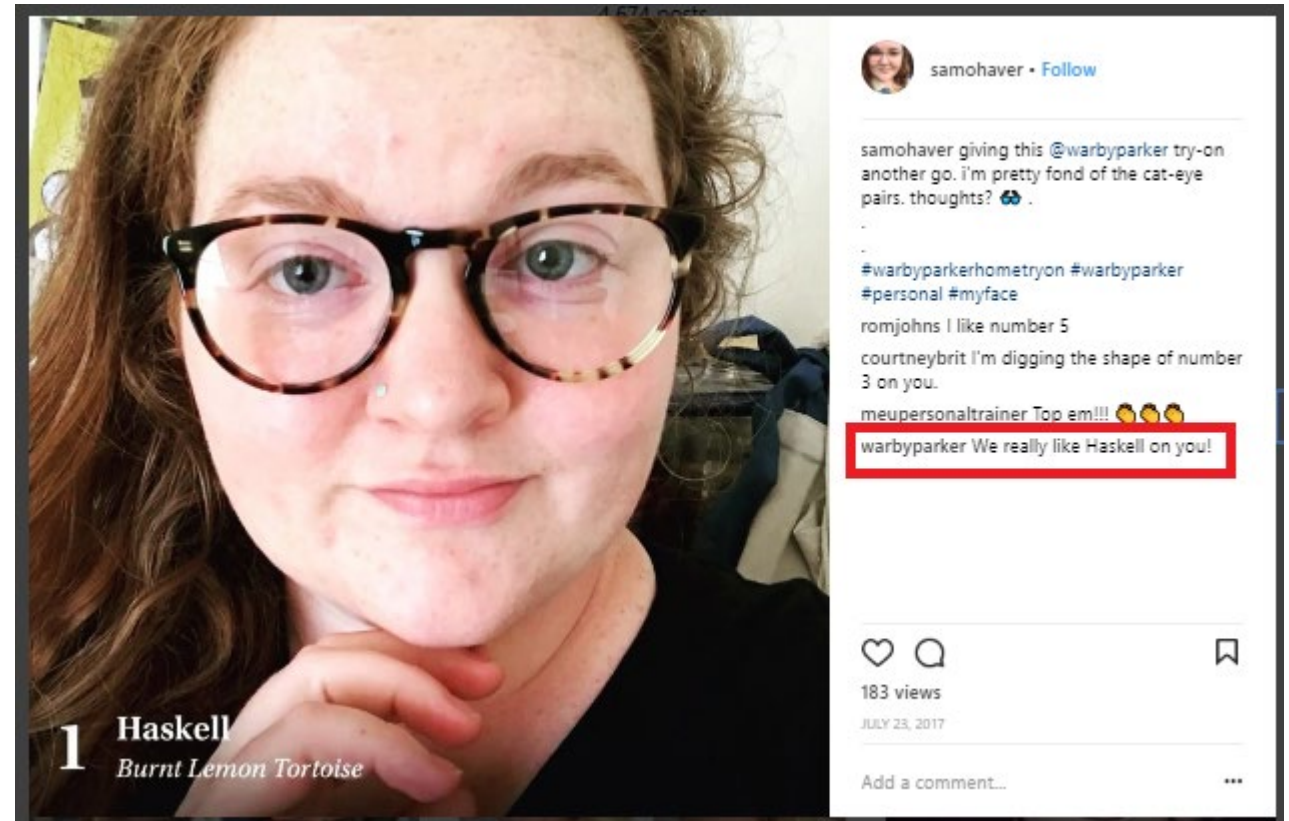
- Increased engagement
- Better SEO
- Increased conversions and sales
- Cost-effective
- Personal connection



# Marketing Trends for 2023: User-generated content (UGC)

## Why User-generated content:

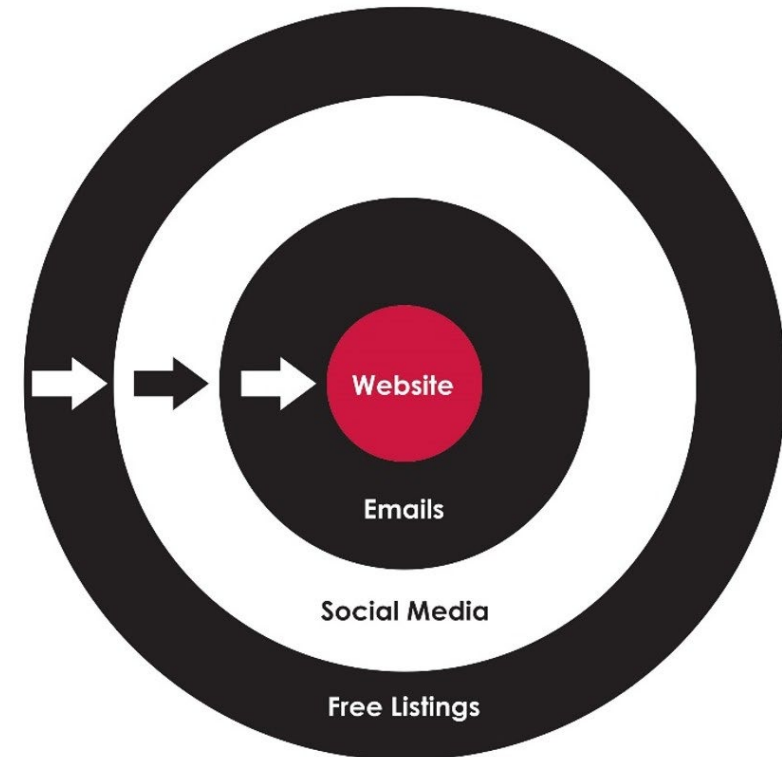
- Increased trust and credibility
- Increased social proof
- Cost-effective
- Increased engagement
- Better understanding of the customer



# Marketing Trends for 2023: Cohesive customer experiences

## Why cohesive customer experiences:

- Increased customer satisfaction
- Brand recognition
- Increased customer retention
- Increased revenue



# Marketing Trends for 2023: Improved user experience across devices

## Some examples of current UX design trends include:

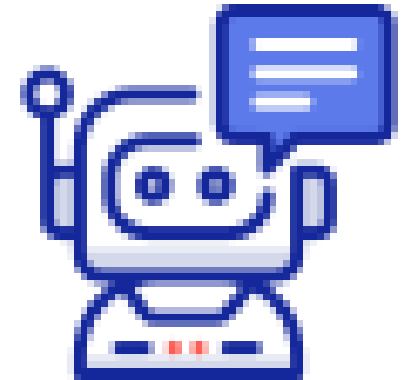
- Minimalism and “blanding”
- Websites free of intrusive advertising and popups
- “Scrollytelling,” or telling a story as the user scrolls
- Video content



# Marketing Trends for 2023 and Beyond: AI for better trendspotting


## How Businesses can use AI:

- Predictive analytics
- Chatbots and virtual assistants
- Content creation
- Email marketing
- Optimizing websites





 Pitch

 Plan

 Forecast

 Benchmarks

 Schedule

 Dashboard

 Options

+ Invite Users

Executive Summary

Opportunity

Execution

↳ Marketing & Sales

↳ Operations

↳ Milestones & Metrics

Company

Financial Plan

Edit Outline

## Marketing Plan

### Sales Plan

This item isn't started yet.

Start writing now

Comments ^

### Operations

### Locations & Facilities

This item isn't started yet.

Start writing now

Comments ^

Executive Summary

Opportunity

Execution

↳ Marketing & Sales

↳ **Operations**

↳ Milestones & Metrics

Company

Financial Plan

**Edit Outline**

## Locations & Facilities

 Comments ^

## Technology

This item isn't started yet.

**Start writing now**

 Comments ^

## Equipment & Tools

This item isn't started yet.

**Start writing now**

 Comments ^

# TECHNOLOGY, EQUIPMENT & TOOLS



 Pitch


 Plan

 Forecast

 Benchmarks

 Schedule

 Dashboard

 Options

+ Invite Users

Executive Summary

Opportunity

Execution

Company

↳ Overview

↳ Team

Financial Plan

Edit Outline

# Company

## Overview

### Ownership & Structure

This item isn't started yet.

Start writing now

 Comments ^

## Team

### Management team

This item isn't started yet.

Start writing now



Financial Tables

Profit & Loss

Balance Sheet

Cash Flow

Revenue

Direct Costs

Personnel

Expenses

Assets

Taxes

Dividends

Cash Flow Assumptions

Financing

## Revenue

Watch Video

### Where do you get your revenue?

Add your major products, services, or other sources of revenue here. Try to organize them into sensible higher-level groups. With a fitness center, for example, you might have group memberships, individuals, personal training, and counter sales. A shoe store might organize its revenue into sneakers, casual shoes, children's shoes, and accessories. [Read more...](#)

Add Revenue Stream

Direct Costs →



Create Forecast Item

## × Tell us about this expense

### How do you want to enter it?

Constant amount  Varying amounts over time  One-time amount  % of overall revenue

### How much will you spend on it?

\$  per

### When should this expense begin?

### What sort of expense is this? ⓘ

# ONE TIME STARTUP EXPENSES/MONTHLY EXPENSES



<b><u>One Time Start-Up Costs:</u></b>
Rent Deposit
Furniture & Fixtures
Equipment
Buildout/ Renovations
Decorating, Painting and Remodeling
Installation of Fixtures & Equipment
Starting Inventory
Deposits with Public Utilities
Legal and Other Professional Fees
License and Permits
Advertising and Promotion
Consulting
Software
Cash
Other:
Other:
Other:
Other:
<b>Total One Time Start-Up Costs:</b>

<b><u>Monthly Expenses:</u></b>
Bank Charges
Debt Service (Principal & Interest) Truck & Trailer
Insurance
Membership & Dues
Maintenance & Repairs
Marketing & Promotion: Advertising
Marketing & Promotion: Other
Miscellaneous
Payroll: Wages (Owner/ Manager)
Payroll: Wages (Employees)
Payroll Tax
Professional Fees: Accounting
Professional Fees: Legal
Professional Fees: Other
Rent
Subscriptions
Supplies: Office
Supplies: Operating
Telephone
Utilities
Other:
<b>Total Monthly Expenses:</b>

<b>Expenses</b> Excluding direct costs, personnel, etc.	<b>Jan '23</b>	<b>Feb '23</b>	<b>Mar '23</b>	<b>Apr '23</b>	<b>May '23</b>
Internet	\$150	\$150	\$150	\$150	\$150
Insurance	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500
Light Speed POS	\$69	\$69	\$69	\$69	\$69
Business phone	\$50	\$50	\$50	\$50	\$50
Shop supplies	\$200	\$200	\$200	\$200	\$200
Truck and trailer fuel and maintena...	\$200	\$200	\$200	\$200	\$200
Accountant	\$225	\$225	\$225	\$225	\$225
Loan	\$3,500	\$3,500	\$3,500	\$3,500	\$3,500
<b>Totals</b>	<b>\$7,294</b>	<b>\$7,294</b>	<b>\$7,294</b>	<b>\$7,294</b>	<b>\$7,294</b>

← Personnel

Assets →

# EMPLOYEE COSTS



Financial Tables

Profit & Loss

Balance Sheet

Cash Flow



Revenue

Direct Costs

Personnel

Expenses

Assets

Taxes

Dividends

Cash Flow Assumptions

Financing

## Personnel

Watch Video

### Who do you need to execute your plan?

This is where you will cover the salaries and related costs paid to yourself, your employees, and any contract workers. Depending on how big your company is, you can list every employee by name or title, or you can group them into common roles or departments if that makes more sense.

If you have no paid employees (as in an all-volunteer nonprofit group, for example), just skip this step. [Read more...](#)

Add Personnel

Change Burden Rate



	Jan '23	Feb '23	Mar '23	Apr '23	May '23
▶ Personnel					
▶ Head Count	3	3	3	3	3
▼ Personnel Expenses	\$14,698	\$14,698	\$14,698	\$14,698	\$14,698
▼ Salaries and Wages	\$12,248	\$12,248	\$12,248	\$12,248	\$12,248
Service Manager	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000
Owner	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000
Mechanic, Flat Rate	\$4,248	\$4,248	\$4,248	\$4,248	\$4,248
Mechanic hourly (0.67)					
Mechanic hourly (0.33)					
Employee-Related Expenses	\$2,450	\$2,450	\$2,450	\$2,450	\$2,450
<b>Totals</b>	<b>\$14,698</b>	<b>\$14,698</b>	<b>\$14,698</b>	<b>\$14,698</b>	<b>\$14,698</b>

← Direct Costs

Expenses →



# DIRECT COST



Revenue Direct Costs Personnel Expenses Assets Taxes Dividends Cash Flow Assumptions Financing

## Direct Costs

[Watch Video](#)

### What does it cost to make what you sell?

Enter any direct costs here. The idea behind direct costs is that every time you make a sale, you incur more costs. Common examples of direct costs (also known as costs of sales, costs of goods sold, or just COGS) are the raw materials you need to manufacture your products, wholesale purchases of products you are reselling, and sales commissions. Where regular expenses like rent, marketing, and insurance may remain steady as your sales fluctuate, making more sales always means incurring more direct costs.

If you have a service business, you may not have any direct costs at all. That's fine. Just skip this step. [Read more...](#)

[Add Direct Cost](#)

[Add Direct Labor](#)

Direct Costs	Jan '23	Feb '23	Mar '23	Apr '23	May '23
Tires	\$1,500	\$1,200	\$1,800	\$2,400	\$1,800
Batteries	\$630	\$500	\$650	\$750	\$750
Gaskets	\$600	\$500	\$600	\$1,200	\$1,500
Brake pads	\$250	\$250	\$250	\$250	\$250
Fuel pumps	\$600	\$600	\$600	\$600	\$600
Cables	\$425	\$425	\$500	\$550	\$500
Pistons	\$800	\$800	\$800	\$800	\$800
Cylinders	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000
Branded Merchandise	\$1,500	\$1,200	\$1,500	\$2,000	\$2,500
<b>Totals</b>	<b>\$9,405</b>	<b>\$8,625</b>	<b>\$10,050</b>	<b>\$12,050</b>	<b>\$12,000</b>

← Revenue

Personnel →

## Revenue

[Watch Video](#)

### Where do you get your revenue?

Add your major products, services, or other sources of revenue here. Try to organize them into sensible higher-level groups. With a fitness center, for example, you might have group memberships, individuals, personal training, and counter sales. A shoe store might organize its revenue into sneakers, casual shoes, children's shoes, and accessories. [Read less...](#)

Keep your list relatively short. Trying to manage dozens of individual revenue streams can make your forecast hard to prepare and maintain. Also, remember you can compare your forecasted values with your actual results on the Dashboard, so think about what categories of revenue will make the most sense for you there.

Note that grants, crowdfunding, donations, and other money that doesn't involve equity or payback should go here too.

[Add Revenue Stream](#)

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**MARICOPA**  
COMMUNITY COLLEGES

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U.S. Small Business  
Administration

## Add Revenue Stream

Monthly Detail

Revenue	Jan '23	Feb '23	Mar '23	Apr '23	May '23
Labor	\$21,600	\$22,318	\$22,318	\$37,908	\$38,385
Parts sales	\$7,200	\$6,800	\$9,600	\$11,700	\$12,000
Labor parts and sales					
Personal cash	\$0				
Totals	\$28,800	\$29,118	\$31,918	\$49,608	\$50,385

[Direct Costs →](#)



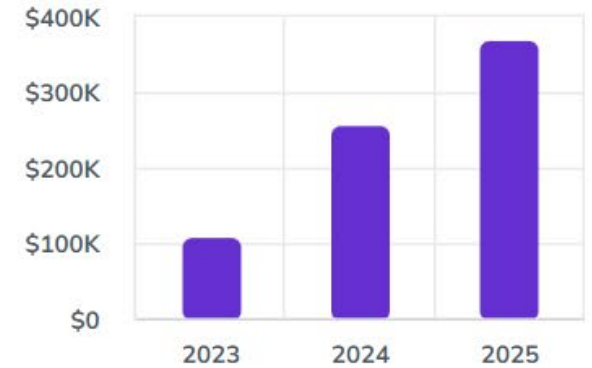
## Projected Profit &amp; Loss

Hide Charts

Net profit in 2023



Net profit by year



Add Revenue Stream

Add Direct Cost

Add Personnel

Add Expense

Monthly Detail

ON



See how this impacts your cash

Cash

(\$264)

(\$1,737)

(\$1,633)

\$15,366

\$31,822



USE CHAT TO ASK...



