



Developing "The Plan"

LESSON 1 What's The Plan?

Notes:

LESSON 2 #1 Executive Summary
#2 Business Description

LESSON 3 #3 Industry Analysis &
Market Strategies

LESSON 4 #4 Competitive Analysis

LESSON 5 #5 Marketing Plan

LESSON 6 #6 Operations and
Management Plan

LESSON 7 #7 Financial Analysis

HOMEWORK ASSIGNMENT

SECTION QUIZ
