

How to create a successful business plan: for entrepreneurs, scientists, managers and students.

Dan Galai, Lior Hillel, and Daphna Wiener (authors). World Scientific, 2016.

Who needs Business Planning?

- New business entrepreneurs.
- Entrepreneurs and managers innovating within and existing company or organization.
- Managers who are evaluating major strategic changes within a company or organization.
- Companies of medium and small sizes looking to integrate computational digital systems to modernize their business models. Including but not limited to:
 - Efficient operations management.
 - Ease of Information flow between employees, suppliers and customers.
 - Production and safe management of information.

Three of the mayor causes for entrepreneurial project failure:

1. **Poor market analysis.**
2. **Insufficient business planning.**
3. **Weak presentation.**

Goals of Business Planning.

Internal

Establishing order and structure: This should channel the team's creative efforts in a directions that will optimize the business potential. In an established company, it will serve as a platform for planning strategic changes, revising organizational goals, getting everyone on the same page and working together to fulfill the same goals.

Objectivity: Entrepreneurial enthusiasm may compromise objectivity increasing the risk of:

- Lack of resources and skills within the company.
- Existing competing products and technologies, potential reactions of competitors and external economic factors.

Team integration: A comprehensive business plan addressing all the aspects of the enterprise with a clear definition of the business scope, and a single unambiguous perspective, will reduce friction and create a stronger team that works together towards shared, understood and accepted goals.

Identifying and bridging gaps: Mark out the tasks and skills required, employing objective indicators considering all the factors affecting the venture.

Intrapreneurship: Establishing order and structure as a balancing force in an environment characterized by creativity and innovation.

External

Raise money through Capital Investment or Debt: There are various financial financial tools for evaluating investments or credit risk, and a business plan is one of the basic requirements of potential investors and lending institutions. Government or other institutional incentive programs will also require a business plan as prerequisite for evaluation and approval.

Developing Marketing Channels: Having a marketing plan in place even before the final development of the product or service is a great advantage. The business plan is the most significant tool in establishing a working relationship with potential marketing partners based on clear terms and expectations.

Establishing a Joint Venture: The business plan for a joint venture will often be very focused and specific, with a strong factual foundation, as each party will bring significant expertise to the process. The plan will serve as a tool for developing cooperation and for reaching a mutual understanding.