



Business Plans are boring!

April 16th, 2013

Do you want training on how to do a business plan?

- We have that

Do you want a template on how to help you create a business plan?

- We have that

Do you want some help in putting one together?

1. The financial portion of your business plan
2. The executive summary or strategic portion of your business plan
3. The marketing elements of your business plan
4. The writing and presentation of your business plan

- We have that too

Do you want some help in getting funds, partners or investors with your business plan?

- We can help you do that

Here is a secret: Most people do not do business plans! Those that do, do not do them because they want to. Most people do not want the above services. Wow! If the statements above are correct, it would seem that being in the "business plan" business is not a smart thing to do. Yet here we are.

Are we crazy at Andion?

We have written a series of articles on business planning that are chock full of good advice. But the response has been mellow. Why? Because most people do not want to write a business plan! Most people do not want our help to create a business plan! They do not want us to *edit, layout, analyze, account, forecast, summarize, research* or even *write* the plan for them.

So why do they come to us?

Let me tell you the story of Joe. Joe is a good guy, smile on his face, some experience in the kitchen and generally a nice guy. Joe decides to open a breakfast restaurant. He models it on a breakfast buffet place that he saw in the Bahamas, while on vacation. Coffee bar, omelet station, six kinds of bread, three kinds of meat, fruits and cereals and it is all self serve. As labor is expensive, the people have to wait a little to serve themselves, and they need to put some of the stuff together. It did not seem to be a problem in Nassau, so Joe figures it will be great here. All of the above for \$15 figures Joe. This is a great value. The business does ok on Sundays and SUCKS the rest of the week. Why wonders Joe?

Well you probably know the answer – someone stopping for breakfast during the week usually wants:

- Service
- Time

So do not slow them down with self serve, stand in line and it is cheaper this way (you are not competing with the drive thrus and their mass merchandising budgets, which are not an issue at a Bahamas resort setting). People are prepared to pay more if they get what they want (value and service). Joe missed that lesson.

It is the same with business plans. People can surf the net and find the kits for \$19.95, \$119.95 and free this or free that **but** are they

getting what they want? Are they getting the value that they are prepared to pay for – namely a business plan that will deliver the results?

That, my friends, is not available at the drive thru window.

People, in particular entrepreneurs, want results. Deliver results and you can earn a fair price for your service.

Keep smiling.