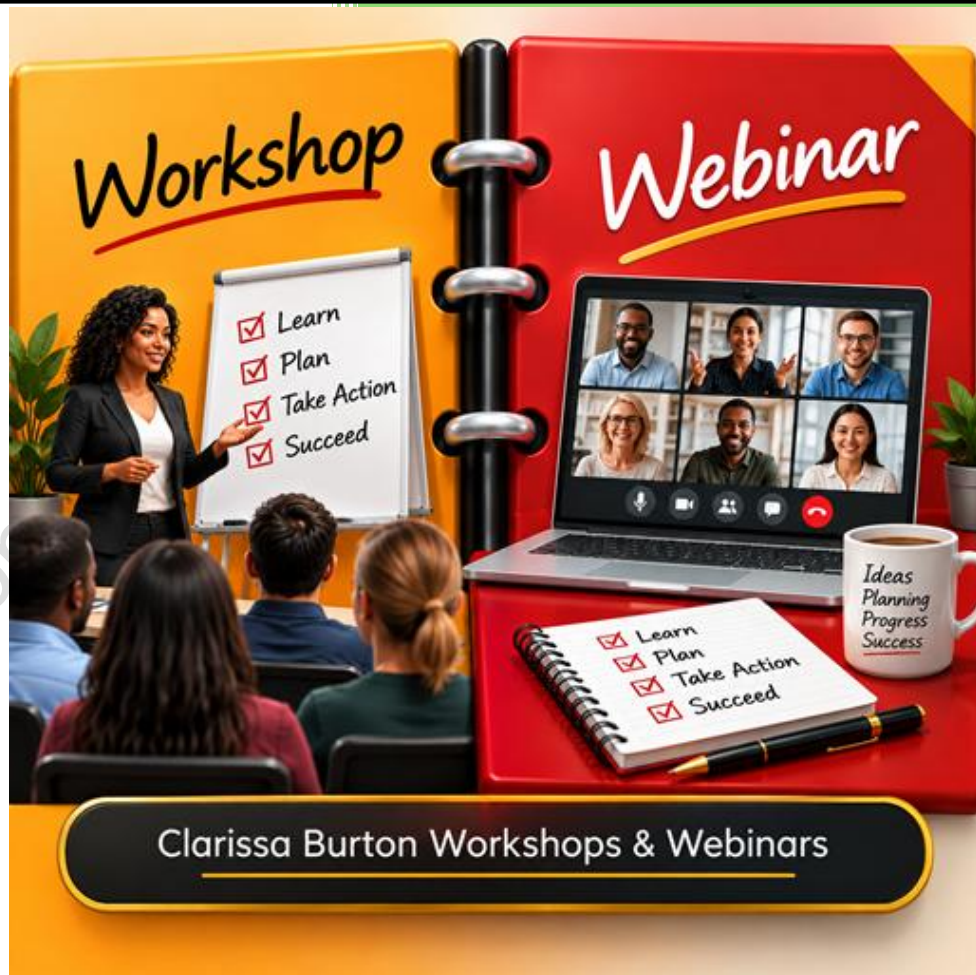


2026

Business Planning 101 Outline



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This outline is designed to assist attendees in developing a business plan. Use it as a guide to organize your ideas, evaluate important aspects of your business, and create a roadmap for how your business will operate.

If you plan to do business, you should have a business plan. Your plan does not have to be lengthy or complicated. However, it should clearly identify your business goals, strategies, operations, financial considerations, and the steps necessary to move your business forward.

Most importantly, remember that a business plan is a “**living**” document. As your business grows and changes, your business plan should grow and change with it. Review your plan at least annually, and whenever significant changes occur, to ensure it continues to reflect your actual business operations, goals, and direction.

Do not be overwhelmed by the business planning process. Your business plan can be as simple or as detailed as your business requires. Take your time. Conduct your research. Ask questions. Revisit your assumptions. The goal is not to create a perfect document; the goal is to develop a useful plan that helps guide your business decisions.

I encourage you to embrace your business ideas and identify what makes your products or services unique. Learn from others. Collaborate with others. Remain open to new information and opportunities for improvement.

Your business idea provides the foundation. Your research provides evidence. Your business plan provides the roadmap. Your actions move the business forward.

Plan with purpose and then put your plan into action.

Table of Contents

I. Business Idea Development	3
II. Mission and Vision (Statements).....	4
III. Market Research	5
IV. Target Market.....	6
V. Competitive Analysis	7
VI. SWOT Analysis (Strengths, Weaknesses, Opportunities, Threats)	8
VII. Marketing.....	9
VIII. Operations	10
IX. Start-Up Costs	11
X. Financial Projections	12
XI. Risk Management.....	13
XII. Business Plan Action Plan	14

Business Planning 101 Participant Notes

I. Business Idea Development

[illegible]

II. Mission and Vision (Statements)

[illegible]

III. Market Research

[illegible]

IV. Target Market

[illegible]

V. Competitive Analysis

[illegible]

VI. SWOT Analysis (Strengths, Weaknesses, Opportunities, Threats)

[illegible]

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[illegible]

IX. Start-Up Costs

[illegible]

X. Financial Projections

[illegible]

XI. Risk Management

[illegible]

XII. Business Plan Action Plan

[illegible]