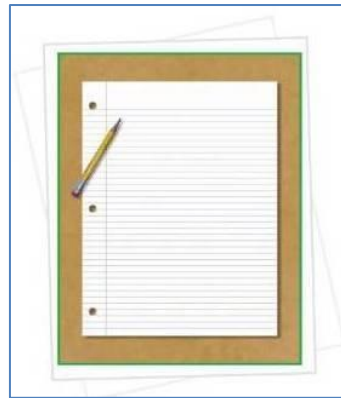


Building better Business Plan



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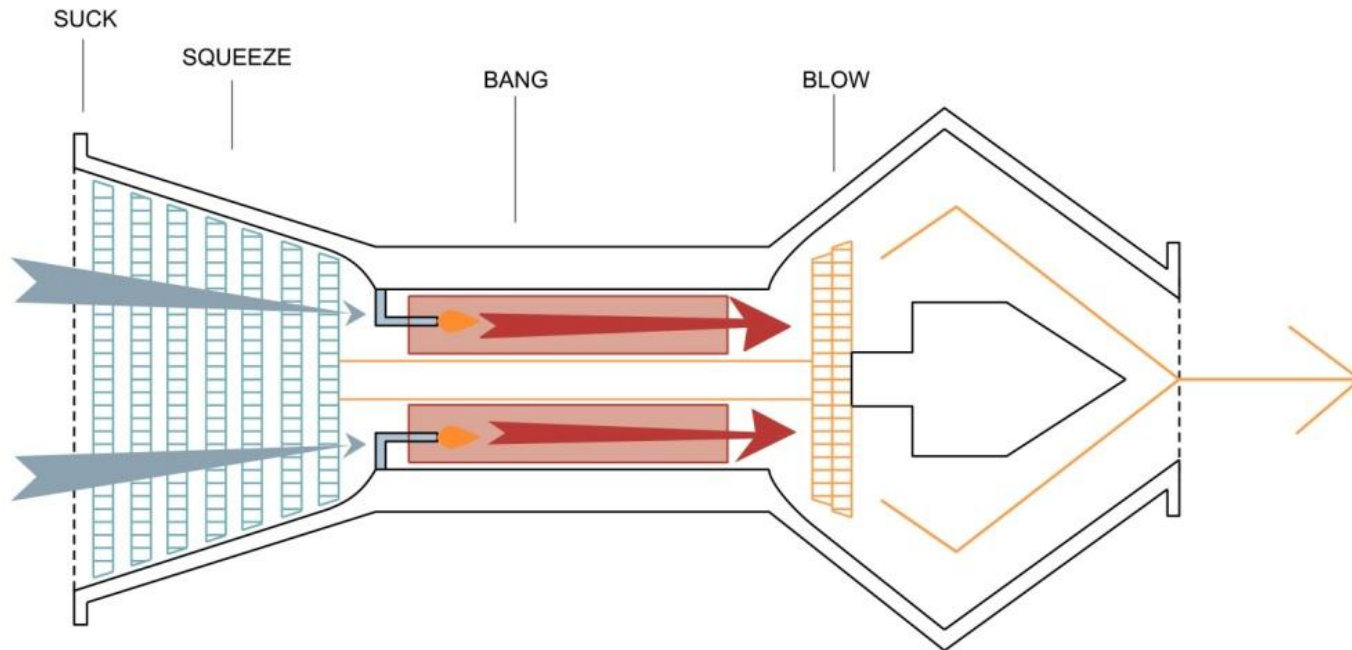


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Business Planning Myths

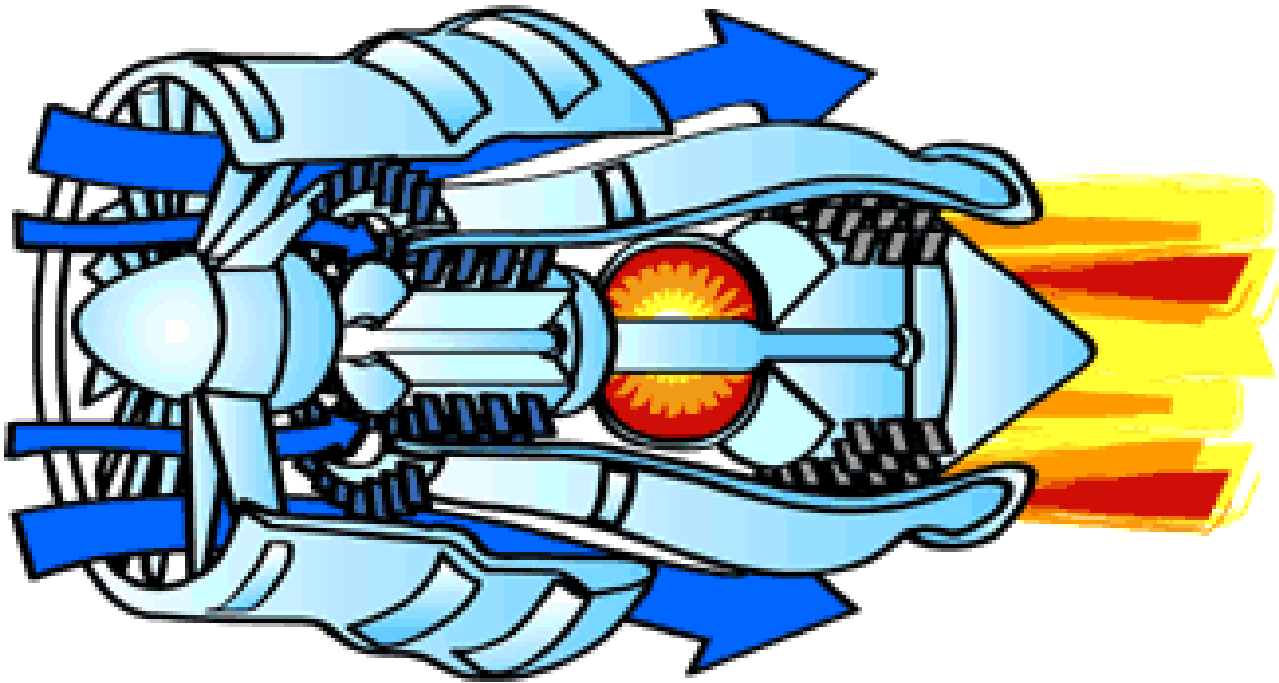
1. Only for Start-ups
2. Only Calendar of Activities
3. Individuals drive it
4. Doesn't require Funds
5. Just periodic activity
6. Superficial
7. Offerings not considered
8. No need to understand Business Environment
9. Ignores infrastructure required
10. Sole activity
11. No budgetary restriction
12. Not time bound
13. Execution need not be monitored
14. Perfection

Jet Engine Model of Designing Effective Business Plan



Suck	Squeeze	Bang	Blow
<ul style="list-style-type: none">Identifying Business Plan Objectives	<ul style="list-style-type: none">Designing Business Plan at Functional level	<ul style="list-style-type: none">Understanding Business Environment	<ul style="list-style-type: none">Executing Business Plan

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<http://www.grc.nasa.gov/wmh/3-22-02/2dairfoils.htm>

Objective, Team, & Funding

Objectives	Team	Funding
1. Quick customer acquisition	1. Sales	1. Proving you are on right path
2. Developing team work	2. Human Resource	2. Contacting right set of fund providers
3. Raising funds	3. Cofounder	3. Estimating fund requirement precisely
4. Scaling up	4. Experienced professionals	4. Fund estimation for growth
5. Digitization	5. IT experts	5. Fund estimate for digitization
6. Developing learning culture	6. L&D experts	6. Funds for hiring specialists
7. Improving cost structure	7. Efficiency experts	7. Identifying investment for saving cost
8. Solving System issues	8. Systems experts	8. People, process relating fund requirement
9. Getting back to growth path	9. Turnaround experts	9. Growth related funding requirement
10.Solving traffic problem	10.City planning experts	10.Estimating fund requirement
11.Solving garbage problem	11.Garbage recycling experts	11.Identifying suitable sources
12.Improving processes through technology	12.Technology experts	12.Identifying process improvement investment
13.Focus	13.Analytics experts	13.Understanding funding landscape
14.Effective collaboration	14.Partnership experts	14.Selecting suitable funding options
15.Funding	15.Selling experts	15.Estimating requirement

Functional, Operational, & Offerings level

Functional	Operational	Offerings
1. Sales & Marketing	1. Research & sales	1. Make it easy to understand
2. Project Management	2. Communication disciplines	2. Quality
3. Finance	3. Approach	3. Revenue optimization
4. Strategy	4. Front & back end	4. Premium
5. Information Technology	5. Phases	5. Optimum performance
6. Human Resource	6. Need analysis	6. Defect free
7. Sourcing	7. Cost analysis	7. Better pricing
8. Optimizing Systems	8. System analysis	8. Better quality
9. Strategy	9. Strategy	9. Revenue development
10. Traffic expertise	10. Identifying core problem	10. Reduced risk
11. Garbage recycling expertise	11. Identifying alternatives	11. Responsible living
12. Information Technology	12. Improvement areas & solutions available	12. Quick turnaround
13. Analysis	13. Scanning	13. Specific
14. Team work	14. Identifying collaboration route	14. Efficient
15. Knowledge of funding channels	15. Estimation & approach	15. Economical

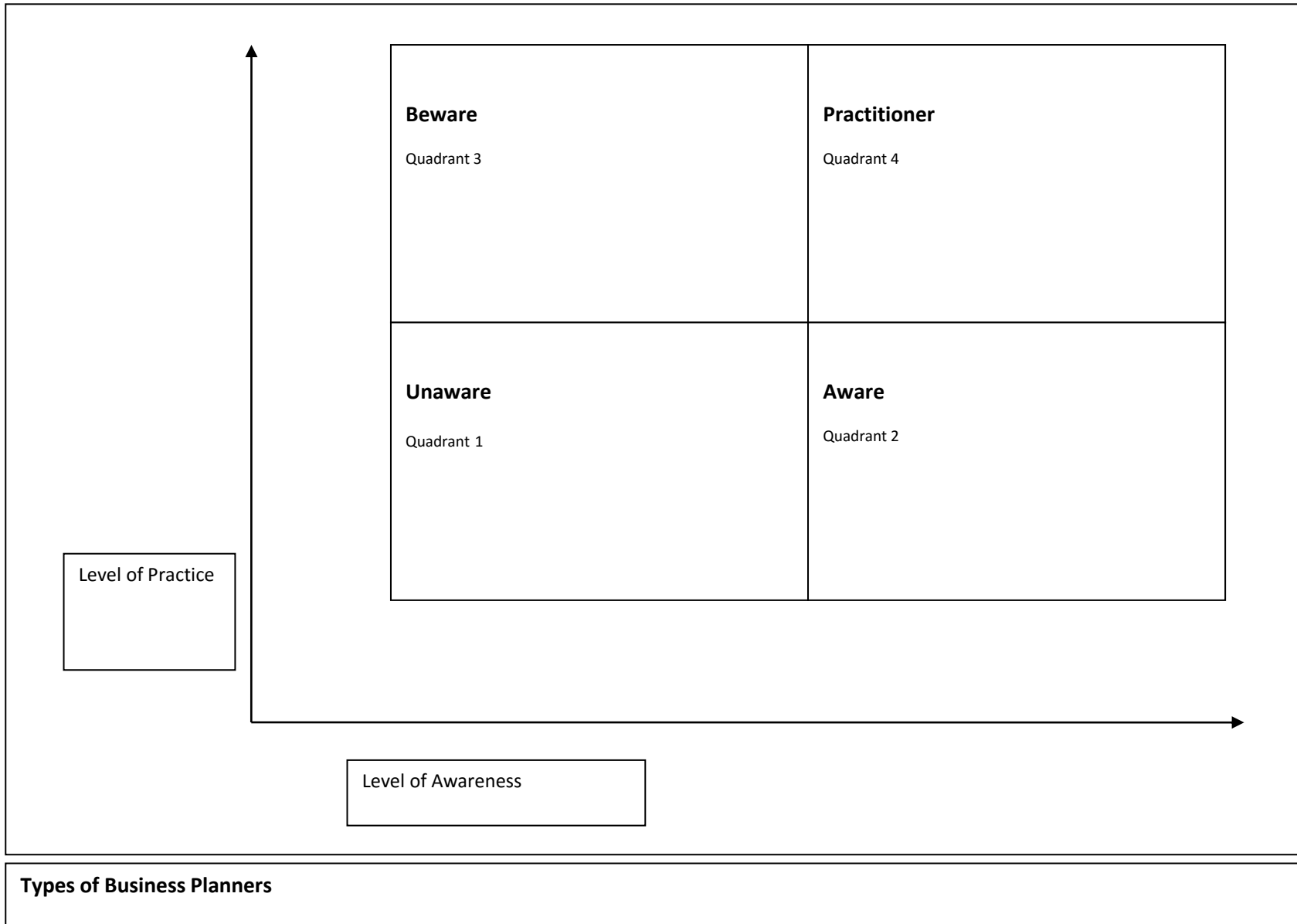
Business Environment, Infrastructure Set up, & Projects

Business environment	Infrastructure	Projects
1. Customer environment	1. Physical & digital infrastructure	1. Customer acquisition
2. Internal environment	2. Human infrastructure	2. Skills & practice
3. Economic environment	3. Effectiveness infrastructure	3. Funding plan
4. Adapting to new environment	4. Mindset infrastructure	4. Route options
5. Technology environment	5. Acceptance infrastructure	5. Area identification
6. Learning environment	6. <u>Aspirational</u> infrastructure	6. Mindset change
7. Production environment	7. Quality infrastructure	7. Primary study
8. System environment	8. Objectivity infrastructure	8. System focus
9. Nimble environment	9. Building for future	9. Hunger is power
10. Social environment	10. Transportation infrastructure	10. Short listing problems
11. Responsibility environment	11. Door to nature infra	11. Identifying options
12. Process environment	12. Process infra	12. Improvement opportunities
13. Environment of options	13. Cause based infra	13. Evaluating alternatives
14. Partnering environment	14. Collaborative infra	14. Need areas
15. Funding environment	15. Funding eligible infra	15. Litmus testing

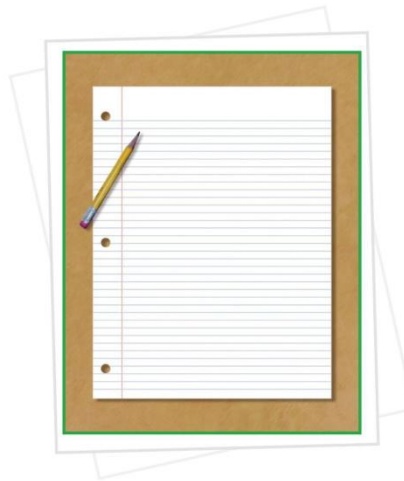
Budget, Calendar, Review mechanism, & Testing

Business Plan Calendar Template

Projects ↓	Budget ↓	January	February	March	April	May	June	July	August	September	October	November	December
_____	_____	✓				✓				✓			
_____	_____		✓				✓				✓		
_____	_____			✓				✓				✓	
_____	_____				✓				✓				✓



DESIGNING EFFECTIVE BUSINESS PLAN



Sachin Mohan Bhide, PhD