

- **Business Plans**

- **Definition:** a blueprint and communication tool for your business. A device to help you, the owner, set out how you intend to operate your business. A road map to tell others how you expect to get there.

A business plan is a management tool which will help guide the future of your company. This plan is a mandatory document if you plan to seek business financing.

Regardless of the format of your plan, the following **four areas** should be covered:

Business Structure—as you write a business plan you will determine how your business will be structured, e.g., What type of company will you be? What type of product service will you be providing? Who will be on your management team?

Marketing—this will help you identify your target customer, analyze your competition, and develop marketing strategies for your business.

Financial Plan—this section will help you to analyze the financial needs for your business. You will determine how much start-up capital you require, what expected profit margin will be, and how you will repay your financing.

Executive Summary—this section summarizes who you are, what business you would like to start, and what you need to get your business started.

- **Small Business Development Center**

www.wisconsinsbdc.org

The SBDC offers a variety of educational services to small-business clients along the entire business development spectrum—pre-venture, start-up, established, and high-growth. The low-cost courses, seminars, and workshops cover both basic and complex topics, from marketing to management techniques to business plan development.

- **SCORE**

www.score.org/60_guide_business_plan.html

SCORE: "Counselors to America's Small Business" is an excellent source of free and confidential small business advice to help you build your business—from idea to start-up to success.

- **US Bureau of Labor Statistics (BLS)**

www.census.gov

The Bureau of Labor Statistics has a widely variety of information. Most people think the Census Bureau exists solely to count people living in the US, but this is done only every ten years. The Bureau spends the rest of its time preparing other types of statistics that could be useful to a new business person.

- **BPlans**
www.bplans.com
 View sample plans or purchase Business Plan Pro software.
- **Center for Business Planning**
www.businessplans.org
 Information on business plan software, sample business plans, business planning articles, and web directories of resources.
- **Wisconsin Entrepreneur Network**
www.wenportal.org/getting_help/
 This site includes resources, marketing, financing/grants, business plans, and much more.
- **US Small Business Administration (SBA)**
 The SBA and its programs can help with economic statistics and research at www.sba.gov/advo/research
- **Area Businesses with This Role**

- **Advisory Management & Research Services, Inc.**
 Services provided: write business, expansion, and marketing plans for entrepreneurs and small business owners. Write grants, setup accounting systems and maintain them, and economic development consulting.

Contact information:
 Andy Ziehli
 323 E. Church St., PO Box 208
 Belleville, WI 53508
 608-424-6300 (phone)
aziehli@advisorymgt.com
www.advisorymgt.com

- **Beth Plutchak Consulting – Taking Business to the Next level**
 Services provided: business plans, feasibility studies, RFPs
 “With 20 years experience in Commercial Banking I know what banks are looking for in a Business Plan. Don’t rely on a cookie cutter plan. Let me customize your plan to meet your objectives.”

Contact information:
 Beth Plutchak
 1510 Meadowlark Lane
 Prairie du Sac, WI 53578
 608-393-8843
beth.plutchak@charter.net

- **Eric S. Brown, Management Consultant**

Services provided: business plans, review and critique, business help research and analyze new owners business market, help develop marketing strategies, financial projections financial management, raise financing from various sources, and guide entrepreneurs with grant application for state and federal grants.

Contact information:

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esbrown@sbcglobal.net

<http://www.madisonconsultants.com/consultant-profile.php?acct=13>

http://www.wenportal.org/resource_center/private_sector/index.aspx?ID=64

- **Lathrop & Clark, LLP**

Services provided: guidance and advocacy with business, tax, real estate, MA and asset preservation. General practice and litigation.

Contact information: Lodi
113 S. Main Street, Ste. 301, PO Box 256
Lodi, WI 53555
608-592-3877 (phone)
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www.lathropclark.com

Contact information: Poynette
111 North Main Street, PO Box 128
Poynette, WI 53955
608-635-4324 (phone)
(608) 635-4690 (fax)

- **Miller, Brussell, Ebben & Glaeske LLC**

Services provided: certified public accountant and provides all accounting needs.

Contact information: Portage
Dennis Locy
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Portage, WI 53901
608-742-2103 (phone)
608-742-4495 (fax)
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www.mbegcpas.com

Contact information: Prairie du Sac
586 Water Street, P. O. Box 516
Prairie du Sac, WI 53578
608-643-4445 (phone)
mbegcpa@palacenet.net

- **Pro Forma Inc**

Services provided: business plans and financial projections for new and expanding businesses. You receive all the financial information needed to apply for a business loan.

Contact information:

Robert Davidson
809 City View Dr. #31
Reedsburg, WI 53959
608-768-0080 and 1-800-567-5082 (phone)
608-768-8250 (fax)
proforma@rucls.net

○ **Smith CPA LLC**

Services provided: Innovative business, tax, and accounting advice serving a variety of businesses including manufacturing, service and retail companies

Contact information:

Walt Smith
102 4th Avenue, PO Box 15
Baraboo, WI 53913
608-356-7474 (phone)
608-356-7475 (fax)
walt@smithcpallc.com
www.smithcpallc.com

○ **Vierbicher Associates**

Services provided: feasibility studies; market studies; grant and TIF funding; site planning and design; infrastructure design and storm water management..

Contact information:

Kurt Muchow
400 Viking Drive, PO Box 379
Reedsburg, WI 53959-0379
608-524-6468 (phone)
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www.vierbicher.com

○ **Virtual Management Solutions**

Services provided: variety of services to help entrepreneurs start and grow a business. These include business plan writing and research; business plan reviews, editing services; market research and analysis; feasibility studies; grant writing; financial analysis; and financial projections. Initial meeting free for prospective clients.

Contact information:

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Belleville, WI 53508
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608-832-8005 (fax)

davelind@chorus.net
www.virtualmanagementsolutions.com

○ **Wegner CPA's and Consultants**

Services provided: build a strategy that drives a balanced emphasis on growth, operations, excellence, people, and financial results, drive implementation at optimum speed with maximum effect, manage change and sustain results, provide management coaching, design action plans, improve workflow processes, and establishes a solid foundation for start-up companies. Also see accounting, business entity, and taxes for more services provided.

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