

Successful Business Planning

Boot Camp session 1

Session objectives

Provide an introduction to writing a business plan, understanding market positioning, finding customers, obtaining market demographic data.

Knowing the three main types of business and seven variations and the differences among them.

The steps to form a business entity.

Types and sources of business insurance.

Session outline

How to develop a business plan

How to select the “right” business form

How to do the legal part of setup

Getting insurance