



Huron

Business Development Corporation

A Community Futures Development Corporation



Wendell the Weasel

presents

Business by Design



Business By Design

Starting The Business

- **Choose a Structure**
- **Select & Register a Name**
- **Government & Tax Regulations**
- **Starting with the Web**

Wendell says 'A stitch in time saves nine'



Business By Design

Business Plan Outline

- **Executive Summary**
- **Operational Details**
- **The Human Factor**
- **Your Products & Services**

Wendell says 'Your roadmap
to success!'



Business By Design

The Outline Cont'd

- **Analyse Market & Opportunity**
- **Define Your Customer Profile(s)**
- **Competitive Analysis**
- **You Need Money to Start**

Wendell says 'Make like Columbo!'



Business By Design

Marketing Strategy

- **Unique Selling Proposition**
- **Investing in Advertising**
- **Boom or Bust on Customer Service**
- **Sales Activities & Selling are a Must**

Wendell says 'This is how we roll!'



Business By Design

Financial Details

- **Your Cashflow Projections**
- **Projected Balance Sheet**
- **Projected Income Statement**
- **Personal Financial Statement & Budget**

Wendell says 'Oh snap!
Numbers!'

