



UPFRONT PLANNING

WHY IS PLANNING CRITICAL TO SUCCESS?

The top element for business success is **Upfront Planning**. Upfront Planning includes an executable Business Plan with attention to the details and includes Risk Management, Marketing and Market Analysis sections.

A Business Plan is an essential roadmap for business success. This living document contains initial business planning and forward-looking projections. To succeed, a small business needs to have an operating plan. The Business Plan is not only the blueprint for the company's success; it is also the summary of the business for investors, banks and potential business partners. A small business owner should create a strong Business Plan that includes a description of the business the company will be conducting, sales and marketing plans, personnel needs, production costs and revenue projections. The more detailed the better.

A successful small business is continually looking for new ways to market the company, or company products, to new audiences and to existing target audiences. The advent of the Internet has offered myriad of low-cost or free marketing outlets that a small business should exploit as much as possible. Marketing keeps the company name in front of potential customers, and that contributes to the company's success. A detailed marketing plan that incorporates technology, messaging, branding and product delivery is essential.

Product delivery is usually set apart from marketing. Sales and marketing plans often do not include product delivery, however planning and having good product delivery can drive repeat business.

Risk Management is not commonly included in a Business Plan. We believe it is essential. Identifying and planning for both internal and external events can put you ahead of your competitors. Some examples of external risks are; the weather, government requirements, availability of raw materials and the labor market. Examples of internal risks are; single supplier, lack of process details and job descriptions, and lack of Market Analysis.

At Metamorphism our goal is to aid the small business owner in the use of Six Sigma tools and methodologies to create a detailed Business Plan. We will help you to define your customer's needs and wants; and how to create better job descriptions to avoid employee turnover.