

Business Plan Development Goals

Develop goals around these questions:

1. Why did you start your business?
2. What role do you play in the business?
3. What role do you want to play?
4. Why do you continue?
5. What do you want business to do in your life?
6. Role of business and your family?
7. Where do you want to finish this year? \$\$\$
 - a. In 3 years? \$\$\$
 - b. In 5 years? \$\$\$
8. Do you have an exit strategy?
 - a. Passing it on, sell etc?
9. Vision Statement
 - a. Purpose of the Organization
10. Mission Statement
 - a. Desired relationship with customer