



These are the best articles on how to build an internet business plan. Each article has a link to the original article. Business plans are essential for trainers who want to push the boundaries of the industry and be highly successful. There is some business plan software links at the bottom. Don't just read this article, take action. NOW!

Business plan development tips and template for online ventures

Whether you have an established online business or are just about to launch into the world of ecommerce, developing a business plan for your enterprise can be a very handy document to have.

This article details why you should have a business plan, how a simple plan can be structured and also includes download details for a very basic free business plan template in PDF and Word format you can use as a rough draft template during development.

Why develop a business plan?

For new and existing online entrepreneurs, a business plan can help you focus on what your business is about, what it seeks to achieve and the strategies to be used in attaining those goals. It's a document you can also refer back to regularly in order to see if you're still on track.

A business plan can also be helpful if you need to approach your bank for a loan, can assist you if you wish to apply for grants or if you are looking to set up an in-depth partnership with a major online player. The business plan is like a resume in that it is a living document - it will change as your venture develops.

During your business plan development, you'll also be taking a much closer look at your competitors than you may have previously which can help generate new marketing ideas or identify issues where you'll need to radically change course.

Another advantage of putting together a business plan for a new venture is that as you're developing the document it may become apparent that there are fatal flaws in your original concept; forcing you to reassess, change strategy or perhaps even abandon your idea. It's much better to realize early on if a business has a poor chance of succeeding, rather than discovering this when you've sunk substantial time and capital into the project.

Business plan structure

Business plan writing can seem rather daunting, so starting out with a simple format can act as a stepping stone to more complex documents. The application for the plan will determine its structure, but the following format will provide a solid base that can be easily built upon depending upon the circumstances.

Cover Sheet

This should be fairly simple and tidy and contain:

- Name of business
- Who the plan is being prepared for
- Contact details of business owners
- Table of Contents

Executive Summary

Although this is the second page, it's the page you should write last. Basically it will contain the highlights of your plan and a summary of your business, products and services in an upbeat fashion. Your potential partners or financiers may be busy people and not bother to look through the entire plan initially, but a good executive summary can grab their attention and encourage them to give better consideration to your proposal.

Description of business

- Legal structure (sole trader, incorporated etc.)
- Briefly describe your products and services
- What issues does your business address for the consumer?
- Who are your existing competitors and why is what you are offering superior?
- What are the goals of your business?
- What is the philosophy behind your business?

Products and services

A more in depth look at your flagship products and services along with photos and pricing. While this is somewhat of a marketing spiel, don't go overboard with spin or hype; be realistic.

Market and marketing

A lot of information will be provided here, so break it down into sub-headings.

- Describe the profile of your target customer. Depending on whether your business targets consumers or other businesses, this can include info on such points as age, gender, location, income/revenue level, occupation (or industry), business type and education.
- How big is your target market?
- Is the target market growing, declining or stagnant?
- What are some of the other trends in this market and how will you address those?
- How much of that target market do you believe you can capture and how long will it take you to do so?
- How will you market to these people?
- Describe your web site and be sure to point out any special features
- Any barriers in this market and how you'll overcome them

Business model

This is also a quite comprehensive section, so again break it down into sub headings once you've compiled all the information

- How will your product be distributed?
- What methods of pre-sales, support and after sales service will you provide
- What will be your major sources of revenue? Try to give percentages.
- What will your profit margins be?
- How many staff members will/do you have and what are/will be their roles?
- What will be your expenses? List them - this should include all facets of your operations
- What is your projected sales forecast for the first, second and third years?
- If it's an existing business, what is your current revenue (include breakdown)
- Detail any legal issues in relation to your business (permits/licensing/intellectual property)

Financing sought

If you're looking for a loan or a grant, this section is pretty important. Aside from stating how much you'll need, the prospective lender or grantor will want to know exactly how their money will be spent. List these items as dot points, either as percentages or \$ value.

Key principals

This section will include details of the owners of the business. Provide a brief biography of the major stakeholders; highlighting successes, experience and qualifications. If you have external advisors/consultants whom you utilize regularly, their details should also be included in order to bolster "street cred".

Appendix

The appendix is a place to include information related to your business such as brochures, articles, press releases, details of assets and research references.

Other business plan development tips

- Detail is great, but ensure there's plenty of white space on pages so that the reader doesn't feel overwhelmed. Bear in mind also that while information should be complete, it shouldn't be the size of a novel. Get across what you need to in as few pages as possible
- Images are good, but should be relevant
- Charts and graphs never fail to impress
- Write your base plan from the viewpoint of someone who may not be intimate with your industry
- Be positive in all aspects, but don't overhype. If there are challenges, acknowledge them, but also include information on how that challenge is or is going to be overcome.
- Be realistic when quoting figures such expected revenue and market share. An overly high expected revenue figure will throw up red flags to the reader
- Quote reference/source material so the reader knows you're not pulling figures and statistics out of thin air.

You'll be including a great deal of sensitive information in your business plan, so depending upon the application, there's some detail or sections mentioned above you should omit or modify to suit the situation.

Researching markets

So how do you find out more about your potential market? The following sources can be of assistance when researching:

- Industry associations
- Competitor press releases
- Your suppliers
- Trade journals
- Survey company releases
- Government sites such as the Department of Commerce
- Universities

As with web development or marketing project proposals, it's hard to define a one size fits all approach to business plan development, but starting out with the above format can turn what may at first seem a horribly complex task into a more manageable undertaking.

Download a business plan template

I've created a business plan template in PDF and Word format that you may like to download - it's free! Use it as a base for creating your set of documents.

Michael Bloch

Taming the Beast

<http://www.tamingthebeast.net>

Tutorials, web content, tools and software.

Web Marketing, Internet Development & Ecommerce Resources

Article Source:

<http://www.tamingthebeast.net/articles7/online-business-plan.htm>

Key Steps to Developing an Internet Business Plan

Do you really need to develop a business plan if you have an Internet business?

Yes! Of course you do!

Developing a business plan for your Internet-based business is essential because it serves as a guide to what you're planning to do, how you're planning to get there, and when you plan to arrive.

Besides that, it increases the likelihood that the time and money you'll invest in creating your site will pay off. Now, I realize that many people fear the idea of creating a business plan because it seems like it's a daunting task that only an MBA should attempt. There's no need to fear, a business plan can be only as complicated as you want to make it, but it's still essential.

It's not rocket science, but the real need behind developing your online business plan is to define the boundaries of your online business and to serve as a road map.

You should define what you need to get your business up and running within a reasonable amount of time. Even a rough draft of a business plan is all you need to ensure that the time and effort you put into developing your website is well spent in areas you've defined.

Be sure to get on my email list and receive more detailed, indepth articles called "*StrategyTime*".

Your's for bigger profits,
Stuart Scriven

Article Source:

<http://biggerprofits.com/blog/key-steps-to-developing-an-internet-business-plan.html>

Developing Your Home Based Internet Business Plan

By Shelley

No matter what type of business you are starting - a brick and mortar or a home based Internet business - you need a business plan in order to be successful. Your business plan will be your essential step-by-step guide to success.

An Internet business plan should include all of the following:

- Business Summary
- Business Objectives
- Marketing Plan
- Product Pricing
- Payment Processing
- Product Delivery
- Start-up Cost

Let 's take a look at each aspect of the business plan.

Your Business Summary

The Business Summary essentially sums up what your business is, and your business strategy. It may discuss items that will be further layed out later on in the business plan. Think of it as a Thesis Statement that is longer than one sentence.

Your Business Objectives

You can think of your business objectives as goals for your business. Here, you should describe your products and/or services, and state what it is that you hope to accomplish.

Your Marketing Plan

This is often the longest part of the business plan. In fact, many Internet business owners consider this to be the most important part of their business plan. In this section, you will include other elements of your business plan, including how your products will be advertised, how your product will be priced, information concerning your target market and your competition, how your product will be delivered, and how you will collect payment from your customers.

Most of this is self-explanatory; however, some needs further explanation. For example, you must identify your target market. This means that you will list all of the different groups of people to whom your product or service will most greatly appeal. With this information, you are better able to determine where and how you should advertise.

Identifying your competition is equally as important as identifying your target market. You have to know who the competition is, or you can't compete. You need to know what they are offering compared with what you are offering. What is it that makes your product or service stand out from theirs?

With the information that you have gained so far in the creation of your Internet business plan, you should list different ways that you plan to advertise.

You will also need to decide on all of the following:

- Search Engines and Directories in which you will submit your site
- Web sites in which you would like to advertise
- Ezines you would like to advertise with
- How and where you plan to distribute articles
- How and where you plan to distribute press releases
- Where you will place pay-per-click ads

And, any other advertising spots or ideas that you may have in mind.

Product Pricing

When you price your products, you have to determine a fair price for the product or service that you are offering, and the price must compete with what your competitors are offering. A good way to determine your price is to visit several other sites that offer products similar to yours. See what they're offering and how they've priced their product. This will give you some idea as to pricing your own product.

However, keep in mind, a cheaper price isn't always your best option. Many times, you will find that your potential customers will judge the value of your product by the price. If you price your product too low, your potential customers may think your product isn't very good. This is where the old adage "you get what you pay for" comes into play. Keep that in mind when pricing your products.

Payment Processing

The more payment options that you can offer your potential customers, the more sales you'll make. You will need to have the ability to accept credit cards, checks, and even money orders. If you don't have your own merchant account, you will need to use a third party payment processor, such as PayPal or ClickBank.

Product Delivery

You will also need to determine how your product will be delivered to your customer. If you have a digital product, you can set up a download page for your customers to download your product upon completing their purchase. If you have a physical product, you will need to decide how you will ship it to your customers.

Start-up Costs / Investing in Your Business

You will need to decide how much money you're going to need to start up your business and how much of your profits you will re-invest.

It doesn't matter if you're starting an Internet, or a brick and mortar business, there will always be a cost to get it going. However, starting an Internet business will be much less expensive. If you can't save enough money to get started, you may need to put it on a credit card or even get a loan.

If you are unwilling to invest in your business, you're setting yourself up for failure before you even get started.

Although this is a very basic guide to writing an Internet business plan and is far from complete, it will give you a basic idea of where to start. For further information, visit the U.S. Small Business Administration.

Although developing a business plan will take a little time, it will be well-worth your time and effort, as it will be your road map to success.

Article Source:

http://www.besttoread.com/article.detail.php/19113/175/Home_Business/Business/1/Developing_Your_Home_Based_Internet_Business_Plan

How To Start An Internet Business

It is important to start by putting the ideas on paper, why and how to proceed. What are the motives to start?

Write what you have in mind. Dig from the net or ask someone the best trade magazines and books of the industry.

Thinking how to start an internet business, it is useful to get the knowledge which business-sectors are rising and which are falling.

The next step is to find out what form of internet business to choose, own products, reseller products, affiliate products or what? Maybe the first paragraph will partly give the answer.

When thinking how beginning the issue above is important. It will depend on entrepreneurs skills, personality, time to spend on the business and experiences.

The key to get the right answers in how to start an internet business is to do the pre-work properly: this phase is the most important.

I recommend an affiliate program to most people, who think how to start an internet business.

Why? Because when people ponder the important question of starting internet venture, affiliate program is the best for three reasons, it is easy to begin (mostly right away), starting expencies are minimal and a new entrepreneur will get the full training.

Additionally all material (incl. own website) is custom-made and prepared in 24 hours. If you are looking the answer to the question how to begin online business and want to minimize risks, the affiliate program is just for you.

The next big question in how to start an internet business is to choose a profitable affiliate program especially when there are so many hypes in the market. How to do that?

One of the best ways is to visit some of the biggest discussion forums of the industry and read and write posts there.

In this way the question about beginning has become a normal planning process and will get the right direction right in the beginning. Some important details are still missing, what affiliate program to pick?

When thinking the choice, make sure that the affiliate program fulfils the following criterias

1. The program has been on the market at least five years. This means that it is a solid, longterm program, which can succeed in the tough competition. For an entrepreneur this means a guarantee, the entrepreneur will get good advice from there and will succeed.
2. When thinking how to start an internet business, think it as a learning process, like going to the school. Your teacher will be the training lessons and your fellow students those people in the discussion forum. Make sure the discussion forum is active and has at least thousands of members.

The answer to the question of how to begin the business is as a matter of fact found on the discussion forum. Those people have already experienced the things you are looking for.

3. Training lessons have a key role giving tips on how to start an internet business. Lessons must be in-detail, practical, realistic and easy to understand. When you think beginning an internet business, it is helpful that training lessons are divided into short lessons by item.
4. Maybe the most important thing in making the decisions is the attitude. Two things, enthusiasm and realism, are keys to successful residual income. You must be enthusiastic but not to spend too much especially in the beginning.

How to start an internet business is like whatever new thing. First studying, some repetition, some errors and only with time and thinking the right things will appear.

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Article Source:

<http://scrabboards.com/how-to-start-an-internet-business.html>

Free Software to create a Business Plan:

1. Easy Time Logs Free 2.2.24 - http://www.freedownloadcenter.com/Search/business_plan.html
 2. Work from Home 1.0 - http://www.tryprofit.com/download-Work_from_Home-45817.html
 3. Biz-Plan 3.0 - <http://idownload.ws/Biz-Plan/more.html>
 4. <http://www.family-business-experts.com/free-business-plan-software.html>
 5. Rhinoback 2007 R2- http://www.freedownloadcenter.com/Utilities/Backup_and_Copy_Utilities/Rhinoback.html
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