

# Business Planning 101

# Your Plan to Profit.

## What People are Saying About Business Planning 101

"It gave me the clarity, definition and focus I needed to develop an effective business plan."

– Chris Aconley, BC Regional Director,  
Computer Troubleshooters

"This course handed me the road map that I needed to launch my business to the next level."

– Phyllis Stelting, Realtor

"The Competitive Positioning Chart used in this course was an invaluable tool for defining my business relative to my competition."

– Rob Zoricic

## About the Course Instructors

**Matthew Sullivan** is the founder of Sullivan & Associates, a company that specializes in preparing business plans and proposals for businesses. He has worked extensively in corporate finance with business from all sectors, in earlier and later stages of development. Matthew Sullivan also holds a BA and an MBA.

**Mary Ellen Sanajko** is a business coach with endless enthusiasm. She specializes in helping established and emerging business owners, from self-employed creatives to CEOs of multimillion dollar businesses, to achieve their goals. Mary Ellen is an MBA holder and has enjoyed personal success in various business sectors.

## Uncertainty kills business.

Like everyone else in business, you've probably agonized over the process of developing and writing a business plan. The longer you put it off, the more you allow other entrepreneurs to gainfully step up to the plate.

## From Point A to Point B.

Succeeding in business is no different than planning a road trip. Get a map and plot a course. A good business plan identifies the strategies needed to get you from where you are to where you want to be. Financing, resource allocation, and market analysis must all be considered to make informed business decisions.

## Plan to profit.

During this five-session evening course, you and other like-minded professionals will discover the process of developing a business plan to get you the profit margin you seek. With the support of two highly qualified instructors, you'll learn methods to establish the key components of your own business plan and finish the course, first draft in hand.

### WHEN

5 Tuesdays starting May 31, 2005

7:00 pm - 9:00 pm

### WHERE

Moxie's Grill, 180 W. Georgia St., Vancouver

### TOPICS WILL INCLUDE

- Visioning for Success
- Defining Your Niche
- Competitive & Industry Analysis
- Identifying & Reaching Your Target Market
- Financial Statements & Forecasting
- Developing Your Business Potential

### INVESTMENT

\$325 which includes the cost of all materials and a copy of the "E-myth" by Michael Gerber. To set yourself up for success, plan to invest time each week outside of class working on your plan. **Space is limited to the first 15 respondents – book today!**

**REGISTER:** For more information and to reserve your seat, contact Matthew at:

604.764.6012

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