



1. To raise money for your business

A thorough business and financial plan will demonstrate the likelihood of success.



2. To make sound decisions

Helps you concentrate on financial matters, management issues, human resource planning, technology and creating value for your customer.



3. To identify potential weaknesses

A business plan helps you identify potential pitfalls in your idea



4. To communicate your ideas with stakeholders

Use it to convince people to work for your enterprise, to secure credit from suppliers and to attract potential customers.