

# AN EFFECTIVE BUSINESS PLAN

## F Y I

A good **Business plan** is the key to a **prosperous** business. Business always has its **ups and downs**. But with an effective business plan, you can, somehow, avoid falling down. Here's some guide to an effective business plan:



- You needed to figure out the business model. How would your **investors** make money? How long would it take for the company to be **stable**?
- The proposal would need to show revenue projections for the first five years.
- Give an estimate of **gross** sales for that same period.
- Include the **target market** for the new service.
- Plan on how to **convince** potential buyers that the service would give them a competitive advantage.

Now all you need is just one big investor to take a chance on it. Hopefully, you'll be on your way in building a new business empire.

## V o c a b u l a r y

1. Business plan
2. Prosperous
3. Ups and Downs
4. Investors
5. Stable
6. Revenue
7. Gross
8. Target market
9. Convince

### Word Application

1. A: I'm planning on teaching English to non-English speakers this summer.      A: Prosperous  
B: Who will be your \_\_\_\_\_?      B: Target market  
A: Well, there are many Koreans and Japanese visiting our country now, so, they'll be perfect!      C: Stable
2. I have a small dress shop as my bread and butter and I'm working hard to make it \_\_\_\_\_.      D: Ups and downs  
E: Convince
3. Success is not easy to achieve. You have to experience a lot of \_\_\_\_\_ before you can reach the top.
4. A: Dad, please help me \_\_\_\_\_ mom. I really want to attend that party... Please?  
B: I'll try.
5. I have to study hard to get a \_\_\_\_\_ job someday.

### Express Yourself

1. What do you think is a good business to open in your city?
2. Who will be your target market?
3. How much capital would you need?
4. How would you convince people to try your service?