

# Strategic Business Plan for Your Small Business



## Why do Small Businesses need a Strategic Plan?

Most business failures are the result of poor planning. BroadMoar's Strategic Plan is tailored specifically for Small Businesses with the following:

- 1-25 Employees
- <\$1MM Annual Revenue
- Small/Localized Market Area
- Limited Locations

Businesses that benefit the most from BroadMoar's Strategic Plans startups, retail, service-based, and online businesses.

Well-conceived strategic business plans have shown a significant correlation with business success and steady growth. According to the U.S. Small Business Administration, only 66% of all small businesses survive beyond 2 years, 50% beyond 4 years and only 40% beyond 6 years. Among the many reasons given, some are negative cash flows, declining revenues, and mounting losses.

However, these are only symptoms and not causes. BroadMoar's Strategic Plan for Small Business identifies the root causes that are driving negative or declining financials.

BroadMoar's Strategic Business Plans uncover new market opportunities that lead to profitability. They isolate non-performing product lines and recommend courses of action. The plan identifies ineffective strategies and offers better solutions. We benchmark top competitor's marketing tactics and product offerings. They construct a sequential methodology to achieve short-term and long-term objectives. The plan will turn weaknesses into strengths, strengths into opportunities & threats into opportunities. Finally, they serve as company playbooks to be reviewed and revised as needed.

The stakes are too high. BroadMoar understands the tremendous sacrifices business owners have made and firmly believe that having a sound Strategic Business Plan will reduce the risk of business failure. We believe, as some highly successful executives have stated, that professional success can be broken down into 2 simple steps: 1) Create a Sound Plan 2) Execute on that Plan.

Let's get started!

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