

Learning Objectives

- Understand the business planning process and uses (internally and externally) of a formal business plan
- Learn the components and organization of business plans
- Gain knowledge of the need for, how to do and where to do market research
- Begin market research through the identification of industry-specific and global resources
- Build networking through interaction with other entrepreneurs and guest speaker

Planning & Research: Entrepreneurial Essentials Session Two

Date: _____

Due: _____

Class Opener

Instructor Topics

1. **What is Business Planning?**
2. **Business Plans**
3. **Research—Why, What, How**

Guest Speaker

Break

- Refreshments
- Networking Activity

Work Hour

Assignment for Session Three:

WORKBOOK Read and Complete WORKSHEETS in Workbook Session 2

WRITE Using the Writing Your Plan page at the end of Workbook Session 2 as your guide, write **Section III. Background Information** of your NxLevel® Business Plan

TEXT Read Part IV: Legal Aspects of Your Business (Chapters 13 through 19) and all of Part V: Managing Your Business (Chapters 20 through 23)—plus optional reading from Part II: Entry and Growth Strategies (Chapters 4 through 9) as assigned by the instructor