

## **The Business Plan Outline Code: 946 472**

### **Module 3 Duration: 30 hours**

#### **1. Define the business plan.**

- Correct understanding of the role of a business plan
- Complete list of the sections of a business plan
- Accurate identification of presentation standards

#### **2. Determine the characteristics of a business plan.**

- Relevant information gathered using a typical plan
- Appropriate use of various business plans
- Appropriate choice of model

#### **3. Develop a business plan outline.**

- Proper use of model
- Observance of presentation standards
- Appropriate use of information
- Proper use of research tools
- Conformity with the characteristics of the business proposal
- Observance of principles for writing business plans