

## Attract lenders and investors with a killer business plan



If you don't have a solid business plan in place, you'll have trouble getting funding for your business from lenders or investors. QuickBooks has a built-in tool — the Business Planner — that can help you plan your company's future so you have a better chance at gaining the support you'll need to make that plan a reality.

To create a business plan with help from the QuickBooks Business Planner, we'll:

- Provide the company and financial data necessary to begin building our business plan.
- Export the business plan to Microsoft Word or Microsoft Excel.
- Save the business plan as a PDF file and email it to potential lenders or investors.

Most of us are so busy running our businesses that we don't have the time to research what goes into a business plan, let alone pull together the material in a coherent, professional format. The Business Planner uses your QuickBooks data and walks you step by step through creating a business plan that you can present to lenders or investors with confidence.

**Bonus:** The Business Planner's resulting report is based on the format that the Small Business Administration recommends for lines of credit or loan applications.

**Version compatibility:** The Business Planner is available in QuickBooks Premier and QuickBooks Enterprise editions.

### Start with essential company information

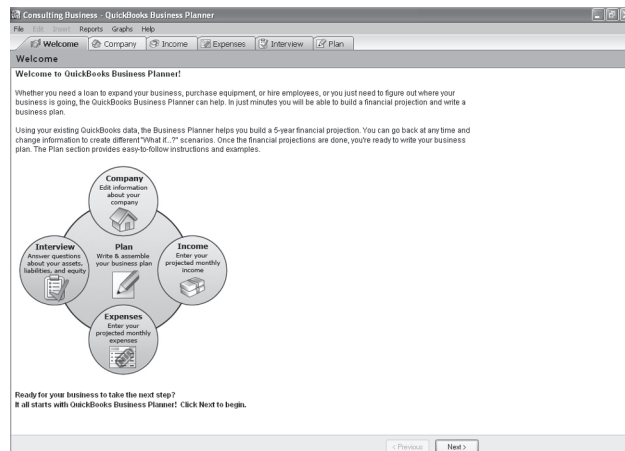
The Business Planner is a separate application that integrates with QuickBooks. Let's launch the program and get started.

### To get started with the Business Planner:

1. Launch QuickBooks and open your company file, or use a sample company file just to get a feel for how the tool works.
2. Choose Company | Planning & Budgeting | Use Business Plan Tool from the menu bar to launch the Business Planner.

3. Agree to the license agreement, if necessary.

Once the program is open, you'll see the Business Planner's Welcome page, as shown in **Figure 1**. The tool operates like a wizard. You can see the steps you'll go through to create your plan in the tabs at the top of the window. Each of these steps consists of several screens of information for you to complete.



**1:** The Business Planner is a separate program that integrates with your QuickBooks company file.



At Warinner Consulting, we specialize in QuickBooks accounting. Whether you are an accountant or small business owner, we can help you if you run into trouble with QuickBooks.

We can do all of your bookkeeping for you or diagnose your QuickBooks problems, identify training issues and provide solutions.

Call us toll free at 877-933-0404 to discuss how we can help.

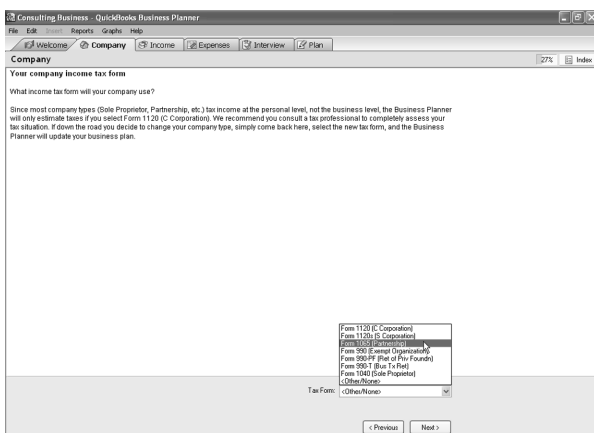
**Learn as you go:** As you work your way through the Business Planner's step-by-step interview, read each screen to get detailed information about the data you're entering, tips and suggestions. Take your time and learn all that you can about what goes into your business plan. Then, when it comes time to talk it over with lenders and investors, you can be confident.

**To enter your company information:**

1. Click Next on the Welcome page to advance to the Company tab. You'll see an overview of the information you'll need for this section. Click Next again.
2. Enter your company name in the Company Name text box and click Next.
3. Type your company's contact information, including address, phone number, fax number and email address in the Contact Information text box and click Next.

**Streamlined data entry:** You may notice that the Business Planner automatically pulls your company information from your QuickBooks data. You can edit the existing information in any way you choose, but the Business Planner saves you data entry time by populating many of its fields automatically.

4. Choose the income tax form your company submits based on its business type from the Tax Form dropdown list, as shown in **Figure 2**.
2. Click Next.



**2:** The Business Planner progression is partly based on the choices you make, such as your company's tax form.

5. Enter your sales on credit percentage in the Sales On Credit text box. If you need help determining this, read the information on the wizard screen. Click Next.
6. Select a start date (month and year) for your business plan and click Next. You'll see a screen informing you that the Company portion of the Business Planner is complete.

You may have additional screens than what we've mentioned here depending on the choices you make. For instance, if you have a Sales On Credit that's more than 0% you'll also need to provide your credit terms and estimate the percentage of credit sales that you won't collect.

**Enter your income information**

A business plan projects future income, and in the Income portion of the Business Planner you identify the income categories to include in the plan. The easiest way to provide this information is to pull it from your existing QuickBooks data. The Income Projection Wizard will guide you through the process.

**To determine your income projection:**

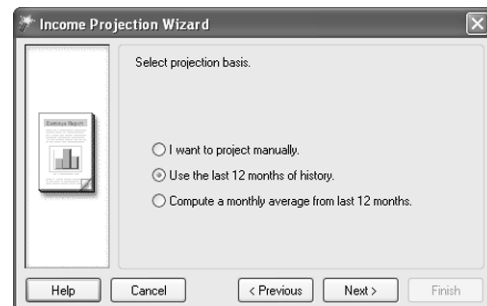
1. Click the Income Projection Wizard link on the first screen of the Income tab to launch the wizard.
2. Click Next and enter the start date (month and year) for your projection. Click Next.

**Take your time and make changes**

The Business Planner is comprehensive — and sometimes a bit overwhelming. You can see how far along you are in the current section of the Business Planner using the progress meter in the upper-right corner. Also, if you need to finish the plan at a later time, you can just close the Business Planner. When you reopen it, the Business Planner automatically displays the screen where you left off.

3. Select an option button that corresponds with how you want to base your projection. You can project your income manually, use the previous 12 months of history or compute an average of the past 12 months, as shown in **Figure 3**. Click Next.
4. Choose an annual growth factor percentage from the Annual Growth Percent dropdown list. This is an estimate of how much you expect your business to grow each year. Click Next.
5. Review the items you can include in your projection and deselect any that you'd rather leave out. Click Next and then click Finish.

Once you complete the wizard, the Business Planner adds your QuickBooks data to the Income tab, as shown in **Figure 4**.



**3:** The Income Projection Wizard helps you create a projection based on the past data in QuickBooks.

## Edit your Income spreadsheet

Notice that there is a handy toolbar above your Income tab's spreadsheet. Using these icons, you can manipulate your data by cutting, pasting, deleting, formatting, sorting and more. You can even click the View Graph button to see your projection in a chart. If you want to change your growth percentage, you can do so by clicking the Functions button. Make the most of these features for a stellar business plan. When you're ready to move on, just click Next to advance to the Expenses tab.

## Record your projected expenses

The Expenses portion of the Business Planner works very much like the Income section. You can use the Expenses Projection Wizard to glean data from your QuickBooks company file and edit the results as needed. The only difference is that you're specifying expense categories to include in the projection instead of income categories.

**Tip:** You shouldn't select expenses such as bad debt or depreciation because the Business Planner calculates those values for you.

## Step through the Interview portion

Once your Expenses section is complete, click Next to move on to the Interview tab. The Interview section helps you supply asset, liability and equity information about your company. The Business Planner uses this information to calculate the cash you'll need at the start date selected for your plan.

The wizard of this section asks questions about beginning account balances, minimum cash balances, inventory and terms offered by your suppliers, whether you need to invest cash at the beginning of your plan to meet your plan's goals and whether you have that cash available. Just as with the Company portion, the Business Planner automatically pulls data from QuickBooks so most of the screens only

require you to review and edit the pre-filled information.

## Review your results

When you complete the Interview section, you'll enter the Plan portion of the Business Planner. This includes the results of the data you've entered. But first, you should study the projections the Business Planner has completed.

The Business Planner has now produced reports and graphs using the assumptions you provided to see the impact on your financial statements. You can print the following reports:

- Income Projection
- Expense Projection
- Beginning Balance Sheet

- Profit & Loss
- Balance Sheet
- Cash Plan
- Business Plan

The reports, with the exception of the Business Plan report, are financial reports that, for the most part, show month-by-month projections. For example, **Figure 5** shows the Profit & Loss Statement for the third year of the plan. You can access these reports and graphs through the Reports and Graphs menus on the Business Planner menu bar.

## Contribute to your plan

Before we look at the Business Plan report, we'll briefly review the Plan portion of the Business Planner. Here,

Income Category	Jan 2000	Feb 2000	Mar 2000	Apr 2000	May 2000	Jun 2000	Jul 2000	Aug 2000	Sep 2000	Oct 2000	Nov 2000	Dec 2000	Jan 2001
01. Revenue - Service	34,540	31,037	17,237	28,193	34,350	28,524	53,317	39,094	33,341	44,666	21,472	21,472	37,994
02. Franchise Exp. (Income)	268	274	102	193	196	721	1,016	420	522	296	484	484	295
03. Revenue - Product	969	0	0	0	409	768	768	0	691	0	0	0	0
04. Class Revenue	0	0	0	0	0	2,310	0	0	0	0	0	0	0

4: Use the Income portion of the Business Planner to identify income categories and project growth.

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Year 3
Income	43,199	37,896	20,990	34,346	42,208	40,321	66,874	47,811	41,976	54,407	26,566	26,566	403,010
Less COGS													
Material	12,748	11,188	6,195	10,142	12,494	11,907	19,689	14,118	12,396	16,066	7,845	7,845	142,833
Total COGS	12,748	11,188	6,195	10,142	12,494	11,907	19,689	14,118	12,396	16,066	7,845	7,845	142,833
Gross Profit	30,451	26,698	14,795	24,204	29,714	28,414	46,985	33,692	29,580	38,341	18,721	18,721	340,377
Operating Expenses:													
Wages - Unloaded	1,469	2,541	2,483	2,389	1,886	3,625	2,947	1,860	2,130	2,017	1,960	1,960	26,567
Insurance	1,089	1,921	1,921	1,921	1,921	1,921	1,921	1,921	1,921	1,921	1,921	1,921	22,220
Fuel/Truck Expense	1,120	1,080	883	2,204	640	929	1,197	971	959	1,959	1,179	1,179	15,828
Supplies	668	651	1,831	527	1,153	321	398	836	734	960	848	948	9,575
Rent	777	777	777	777	777	777	777	777	777	777	777	777	9,324
Conferences and Seminars	1,291	0	0	0	466	0	0	4,459	0	0	0	0	6,266
Marketing Expense	0	0	0	0	0	0	0	5,990	0	0	0	0	5,990
Professional Fees	169	708	182	529	2,240	163	505	163	430	505	163	163	5,500
Telephone	637	426	416	618	436	430	617	416	404	444	444	425	4,256
Travel	74	0	0	106	254	3,328	99	0	254	399	0	0	4,594
Maintenance/Car/Tractor	266	266	266	475	266	266	437	266	266	475	266	266	3,791
Clubs and Subscriptions	1,131	0	0	0	0	1,987	0	0	0	0	0	0	2,128
Other Expense	133	241	216	220	278	376	360	278	256	263	205	205	3,031
Advertising Expense	666	0	0	666	0	0	666	0	0	666	0	0	2,664
Office Equipment	34	631	34	34	34	499	34	965	34	34	34	24	2,462
Meals, Local	134	268	68	99	316	0	209	84	0	174	206	206	1,774
Postage and Delivery	105	176	105	105	105	105	105	176	105	105	176	176	1,544
Repairs	0	0	0	0	0	0	0	619	427	0	0	0	878
Misc. Expense	559	1,019	64	34	29	29	37	38	41	44	89	89	2,072
Bad debts	863	789	420	887	846	805	1,233	956	840	1,268	531	531	9,860
Total operating expenses	11,332	11,663	9,566	12,231	12,942	13,555	13,156	20,724	9,101	11,421	8,780	8,780	142,503
Operating Income	19,096	15,036	5,219	11,833	17,769	14,859	33,827	12,966	20,480	26,926	9,941	9,941	197,877
Net Income	19,096	15,036	5,219	11,833	17,769	14,859	33,827	12,966	20,480	26,926	9,941	9,941	197,877

5: Most of the financial reports show your projections month by month.

you provide the text associated with your report.

The writing section is split into three screens:

- The pane on the left is an outline of your plan in a tree format that's easy to navigate.
- The Topic Guide tab and Example tabs offer you advice on completing each section of your business plan.
- The bottom portion is where you do your writing. This section works like a word processor. Using the toolbar, you can insert reports or graphs into a section, check spelling or even search a section.

It's important for you to carefully read and follow the guidance the Business Planner provides. The written portions of

your business plan support the raw data you see in your reports and graphs.

## Preview and output the business plan

Let's see what our hard work has earned. You can view your complete business plan once you've finished writing each portion of the report.

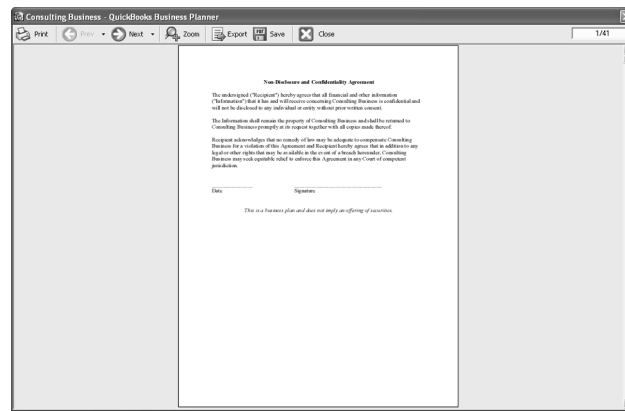
### To preview the business plan:

1. Choose Reports | Business Plan from the Business Planner menu bar. The Print Business Plan window displays.
2. Review the content included in the business plan by default. You can deselect any of the sections if you'd rather leave it out of the report.

3. Click the Preview button and wait as the document loads.

4. Use the Next and Previous buttons to scroll through the document, which includes a nondisclosure/ confidentiality agreement as shown in **Figure 6**, a title page, a table of contents and an appendix of your reports.

Once you're finished previewing the report, you'll see a toolbar with options for how you want to save it. You can print the report, export it to Excel and Word or save it as a PDF file. If you choose to export the business plan, the Business Planner splits the report — it exports the text portions to Word and the reports to Excel.



**6:** You can save your business plan as a PDF file or export it to Excel or Word.

From  
The  
Offices  
Of:

Warinner Consulting  
1746-F South Victoria Ave, Suite 121  
Ventura, CA 93003