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“E” Business Development

Entrepreneurial Business Planning  
E-6, Sequence #38

John Bosch, Jr.  
Author, Serial Entrepreneur,  
and Professional Entrepreneur®  
Coach & Mentor

## **Entrepreneurial Business Planning**

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*All good professional entrepreneurial business plans must:*

- *Show a passion for the business and be sourced from the heart,*
- *Have an attitude, describe the company's presence, and create a "swagger" with a sense of expectation,*
- *Have a purpose with a sense of importance*
- *Provide a well-defined inspiring vision with a road map*
  - *Provide clarity with a sense of mission and business purpose,*
- *Coordinate the involvement of every employe, and every member of the TEAM,*

*and, finally,*

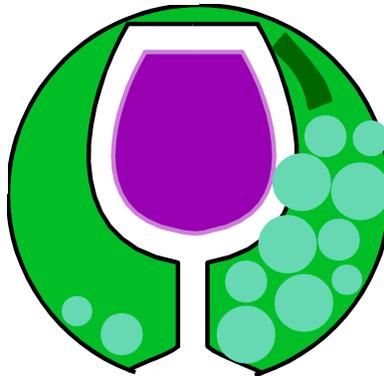
*A good professional entrepreneurial business plan must be REAL and not be made for show and tell.*

John Bosch, Jr.  
Principal & Partner, Business Coach  
TyRex Group, Ltd.

## **A Coach's Story**

**"How a Young Man's Entrepreneurial Vision Went Awry"**

During my senior year of high school, I stumbled onto a harebrained idea to make some easy money in a business I certainly had a passion for at the time. Through some means that I cannot remember, I secured the following recipe for making homemade wine:



### **Ingredients**

- Three (3) 8 oz. cans of condensed Welch's grape juice
- Three (3) cups of sugar
- One (1) package of Fleischmann's yeast

## Instructions

1. Mix in a 1-gallon glass container
2. Add water until the container is full and stir
3. Secure an extremely large balloon (\$0.50 variety) over the top of the glass container and firmly fasten
4. Store in a 65°-70° F dark, humid environment
5. After approximately six (6) weeks (when the balloon is completely deflated), remove the balloon, strain the wine through a bed sheet, pour into individual wine bottles, and cork the bottles
6. Refrigerate at desired temperature

## Notes

- a. The amount of sugar controls the alcohol level
- b. The alcohol content is approximately 20 proof

So the entrepreneurial business plan began to take form; business looked good; and SPIRITS were high! The following market intelligences and business due diligences were conducted:

**Market Intelligence:** I had a large number of boozier friends

**Distribution Network:** Friends on commission (for wine) were happy to distribute

**Advertising:** River parties, class party sponsorships, etc.

**Logo:** “Stout Wine, The Manly Wine for Real Men” or “Cheap Wine for Cheap Guys”

**Price Elasticity:** \$2.00 a bottle, no volume discounts, unusually high market demand

**Financing:** Cash only, no credit, no moochers

**Cost:** Three (3) cans of condensed grape juice: \$1.55

Three (3) cups of sugar: \$0.20

One (1) package of yeast: \$0.25

Distribution and selling costs: \$0.00

**Total cost per 1-gallon container: \$2.00**

So the plan began to take shape. In order to disguise the winery, I told my parents that my winemaking was a science class project. It worked; they bought the idea. Life couldn't get any better. Over the weeks, I visited our basement frequently, anticipating the day I could taste my homebrewed wine. I had decided to name the beverage Bosch's Stout Wine. It would be a drink for hearty men. Beef jerky and Stout Wine. 20-proof wine at its finest.

The day finally came to strain the wine and fill the various recycled wine bottles with the first batch from the Bosch Basement Winery. The labeling would come later; with strong sales, it might not be necessary. Nothing but a corked wine bottle all properly placed in the family refrigerator where the Frigidaire aging and cooling process could take place. Oh! – the excitement and anticipation.

On a Friday morning in the spring of 1968, my life changed in a dramatic fashion. A young man's entrepreneurial business plan was about to come unraveled.

In our part of North Central Kansas, all the farmers congregate at one of the farmers' kitchens when it rains. They would drink coffee, discuss the weather, and gossip about the crops and livestock of the farmers who weren't present. As an act of random intervention, that Friday was the Boschs' day to host the gathering for the farmers' rainout.

As I was off at school to collect pre-sales orders from prospective customers, my dad decided to show off his son's science project to the guys. Farmers, of course, are considered real men and prospective customers of Bosch's Stout Wine.

So it seems that when my mother arrived home that afternoon, the kitchen looked a mess. Worse of all, several glasses of this homemade red wine had spilled onto her white vinyl floor and permanently stained it Welch's red.

So it goes without saying that my dad and I were in serious to very serious trouble. I'm not sure of my dad's punishment, but my prior grounded-for-life sentence (I was considered a repeat offender) had just been extended. Over the many years that I returned home from college, I remained on restricted social hours with an early curfew. After several years and a sufficient amount of time had passed by, I worked up the courage to ask my dad how the wine tasted, since the rich nectar of its full bouquet had never reached my lips. Well, my dad said, it was awfully stout at first, but after each glass it got smoother and smoother to the point where some of the farmers who gathered said it wasn't a half-bad science project. He added that several of the farmers commented that wasn't it amazing that the schools were finally teaching our youth some practical skills and knowledge.



*Bosch's Stout Wine, although dormant for these many years, is now available in personalized holiday gift packs, complete with personalized labeling and an appropriate holiday greeting.*

## TyRex Truths

TyRex Truths are not thought to be self-evident, but rather insightful pieces of knowledge that hold truths about professional entrepreneurial business management. In essence, they are the “teaching points” of each specific TyRex Entrepreneurial Institute’s Professional Entrepreneurial module.

**The following are the TyRex Truths or TEi Entrepreneurial teaching points for E-6, *Entrepreneurial Business Planning*:**

- An Entrepreneurial TEAM member’s signature suggests that the TEAM can “Count on Them.” They are all-in both physically and mentally.
- One of the most important aspects of an Entrepreneurial Business is clarity of vision and purpose.
- Entrepreneurial Business Plans are tied to their author’s Dreams.
- Subtle Communications inside an Entrepreneurial Business Plan are designed to connect other Entrepreneurial TEAM members.

### **Why take this TEi Module?**

- Learn how to match business opportunities with their business resource requirements.
- A good Entrepreneurial Business Plan tells a story. Develop your storytelling skills.
- Review the guidelines to a successful Entrepreneurial Business Plan provided in the Appendix.

## Chapter 1: Philosophies of a Good Entrepreneurial Business Plan Overview

An entrepreneurial business plan tells an inspired story, shows a strong commitment to foundation, and seeks the clarity of a strategic vision that is necessary to achieve the final destination of the Entrepreneur's Dream.

This course addresses professional entrepreneurial business planning in real time for real situations and real entrepreneurial business entities. Entrepreneurial business planning differs from traditional business planning in that the audience addressed is internal to the organization rather than external. It is truly the entrepreneurial team's roadmap to success. Essentially, a Professional Entrepreneur's business plan at the high-altitude observation point attempts to:

1. Illuminate the Entrepreneurial Path
2. Provide Clarity of the Strategic Vision
3. Validate the Purpose of the Mission

At the lower-level observation point, the purpose of the entrepreneurial business plan is to:

1. Define sales-success by daily action requirements, sales energy, and sales resources requirements.
2. Provide the direction and general logistics of a successful plan of business attack.
3. Verify the foundation strength of the business entity by identifying key factors, establishing the basic business criteria, and identifying the entity's financial and administrative requirements.
4. Gain insight into possible significant business opportunities for explosive growth.

A good professional entrepreneurial business plan creates a vision and tells an inspired story. It begins with a strong discussion about the company's foundation and the planning of the entity's current-year business plan. Progressing through a strategic planning period of 3-5 years, the entrepreneur, with the aid of their financial partner, ultimately develops the strategic visions necessary to achieve their final destination – the Entrepreneur's Dream, home of their Inspired Vision.



## Chapter 2: A Good Entrepreneurial Business Plan Tells a Story about an Inspiring Vision

Successful entrepreneurs practice their storytelling with their entrepreneurial business plans.

A good entrepreneurial business plan creates a vision and tells an inspiring story. It is a story the Professional Entrepreneur's TEAM will want to read with anticipation and excitement. It should be a story of emotion. It should be a story about passion, desire, hard work, and individual commitment. It provides real insight into what's **SPECIAL** about the entrepreneur's company.

A professional entrepreneurial business plan combines the architectural building blocks of a structural plan with the individual and TEAM energy and the emotion of a passionate, committed entrepreneurial company. Its purpose is to create believability and invite participation from the other members of the entrepreneur's TEAM. The entrepreneur's business plan, whether communicated verbally or by text, must convey an inspired message to the entrepreneur's TEAM members and come directly from the entrepreneurial leader's heart. It is an inspired vision that one should share with every member of the Professional Entrepreneur's TEAM.

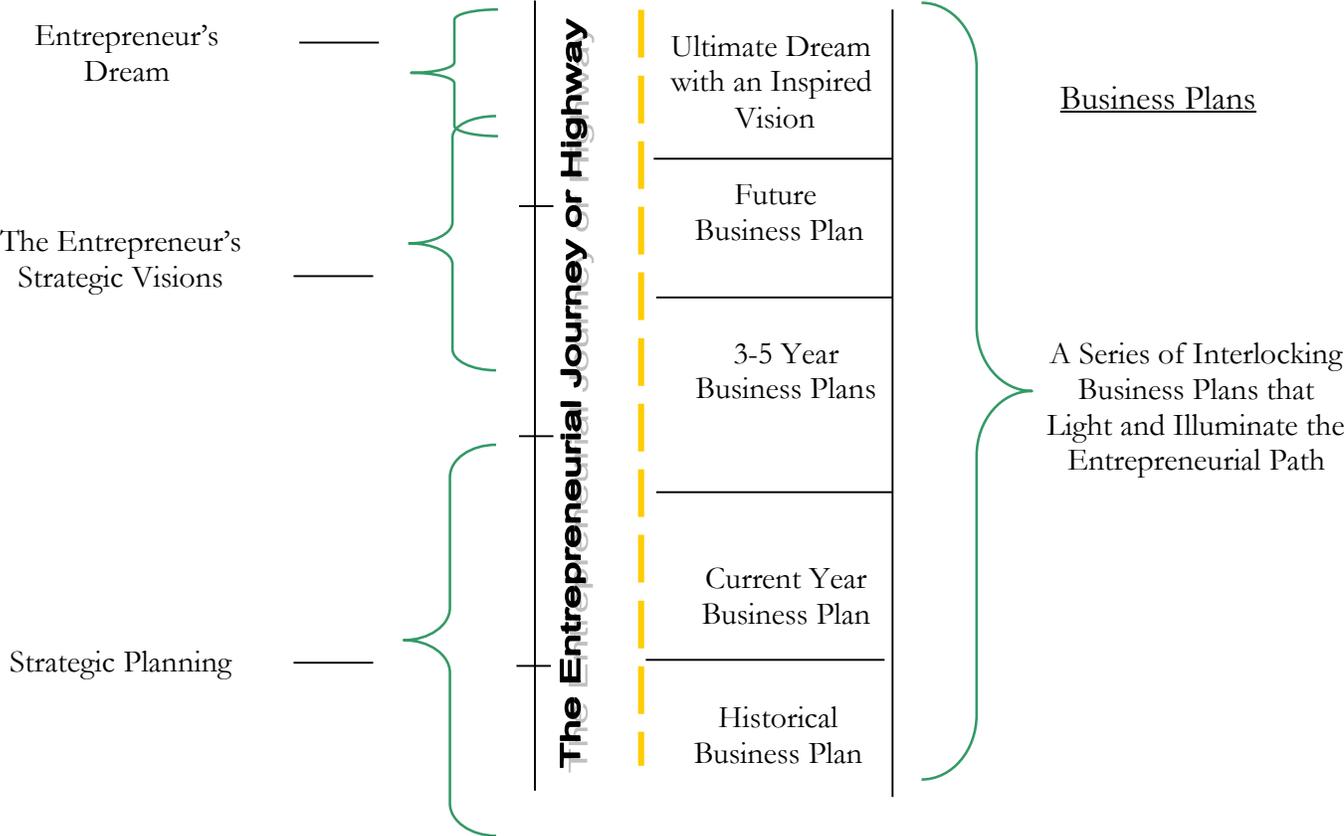
*The entrepreneurial business plan, whether communicated verbally or by text, must convey an inspired message to all the entrepreneur's team members and come directly from the entrepreneurial leader's heart.*

The entrepreneurial business plan's story begins with a description of the results from the entrepreneur's business latest year or its history. History establishes the foundation for the present business plan. The entrepreneur can then proceed with the story of the coming year(s), combining the optimism of the future with the details of the forthcoming strategic plan that will provide validation for the complete entrepreneurial path to their ultimate dream. The story continues with an inspiring, descriptive vision of the entrepreneur's future business expectations. It closes with a conclusion that describes the entrepreneur's ultimate destination, the end of the rainbow in the entrepreneur's field of dreams.

The successful Professional Entrepreneur will use the entrepreneurial business plan as a script to rehearse and verbally articulate his or her story at every employee gathering. Entrepreneurial employees never tire of hearing truly inspirational entrepreneurial stories with inspired visions that include them. Sharing the entrepreneurial business vision with the entrepreneurial TEAM — a vision that is filled with the emotion and passion of a truly committed entrepreneurial business leader, and one that comes from the entrepreneur's heart — provides the foundation for the company's culture and the glue to bind the entrepreneurial TEAM's unity and entrepreneurial TEAM's spirit together.

# Chapter 3: A Good Entrepreneurial Business Plan Illuminates the Entrepreneur’s Path, Providing Clarity of Vision While Validating the Business Purpose of the Mission

## The Entrepreneurial Dream – A Destination



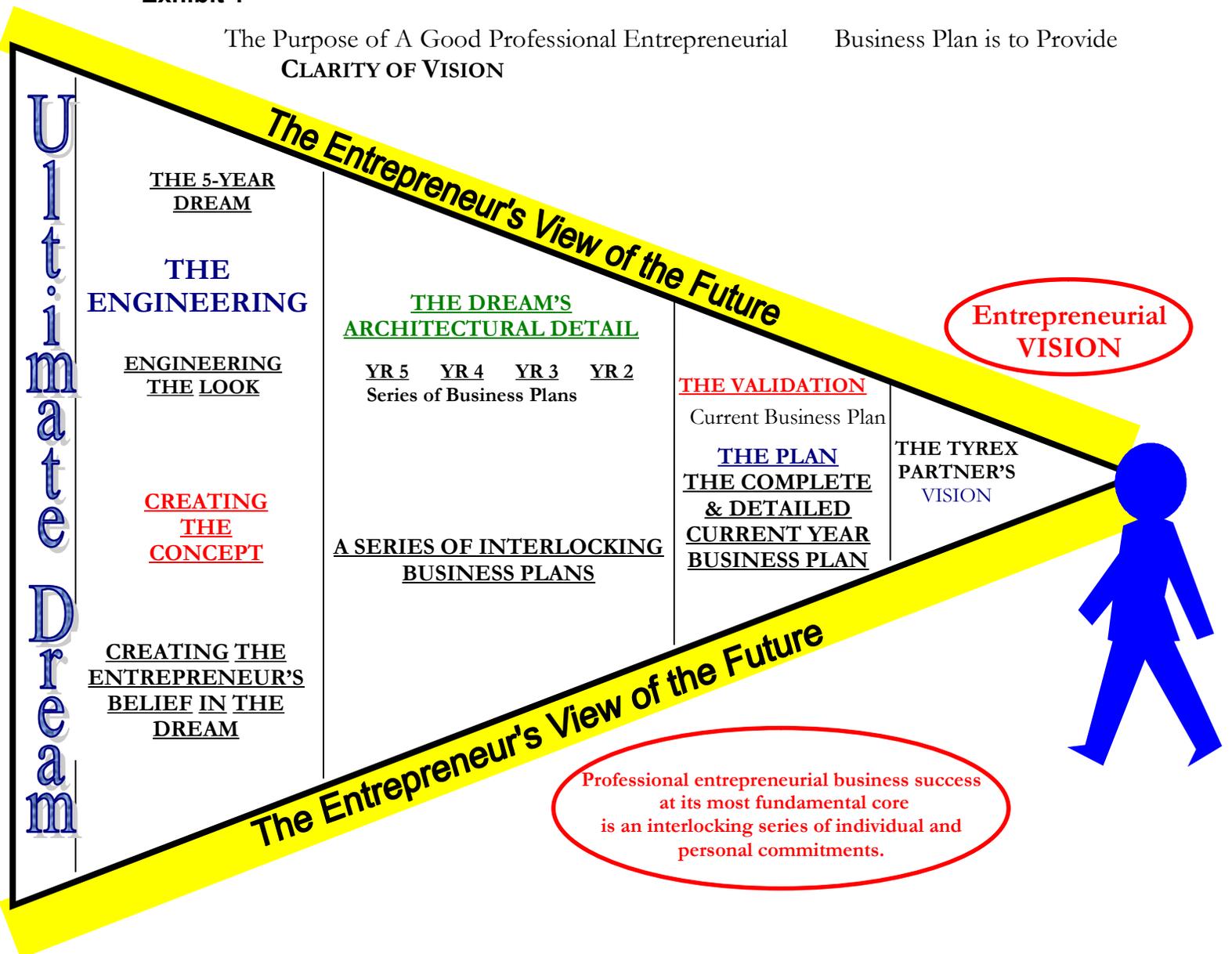
The Entrepreneur, The Entity’s Business Prophet  
is the First to Become a True Believer

The destination of an Entrepreneurial Dream can be described as an Inspired Vision to an ultimately successful journey via a series of interlocking business plans.

It is important that a Professional Entrepreneur have vision and, most importantly, strategic vision. The following exhibit illustrates the importance of a Professional Entrepreneur’s ability to visualize the future and seek the clarity of entrepreneurial insight while developing their ultimate picture of success for viewing by the entire entrepreneurial TEAM.

**Exhibit 1**

The Purpose of A Good Professional Entrepreneurial Business Plan is to Provide  
**CLARITY OF VISION**



The entrepreneurial business plan is primarily intended for internal use; however, the basic concepts may be shared with the company's customers, vendors, employees, outside professional partners, communities, etc.

There are five primary themes and underlying reasons for creating an annual entrepreneurial business plan:

1. To **ENGINEER** the Entrepreneur's 5-Year Vision. (**CREATE THE CONCEPT**)
2. To **CREATE** the entity's long-term, detailed **STRATEGIC VISION**. To provide clarity of opportunity while identifying the resources necessary to exploit the various extended opportunities.
3. To **VALIDATE** the entity's foundation, both financial and operational. The exploitation of any major business opportunity should not begin until the entity has built a firm foundation.
4. To **ESTABLISH** the operational requirements (**THE PLAN**) necessary to exploit the immediate and near-term opportunities. These are the strategic plans covering sales and marketing, operations, administration, equipment requirements, and financial requirements.
5. The last and most compelling reason for this annual business plan is to **SECURE THE INDIVIDUAL COMMITMENTS and signed approval of the plan by key TEAM members**. The "sign-off" page indicates that these key team members have signed on, have validated the high probability of the success of the plan in their minds, and

## **Chapter 4: Entrepreneurial Emotions Captured in an Entrepreneurial Business Plan**

Entrepreneurial emotion should be a part of every great entrepreneurial business plan.

Entrepreneurial businesses are about emotions such as passion, desire, determination, and individual commitment. The entrepreneurial business includes the daily emotions of joy, sorrow, fun, anger, etc. Therefore, it is entirely proper that the professional entrepreneurial business plan should include the passions of its emotional entrepreneurial leader.

### **The Entrepreneurial Dream – A Destination Describing an Inspired Vision**

The Entrepreneurial Dream is a destination in and of itself. The ability to create, define, and articulate an Entrepreneurial Dream becomes a beacon for developing all of the entity's entrepreneurial business plans, their immediate tactical plans, and their long-term strategic visions.



**A good entrepreneurial business plan acts as a magnet that attracts entrepreneurially inspired individuals by emitting entrepreneurial emotional charges.**

### **The Entrepreneurial Journey or Highway**

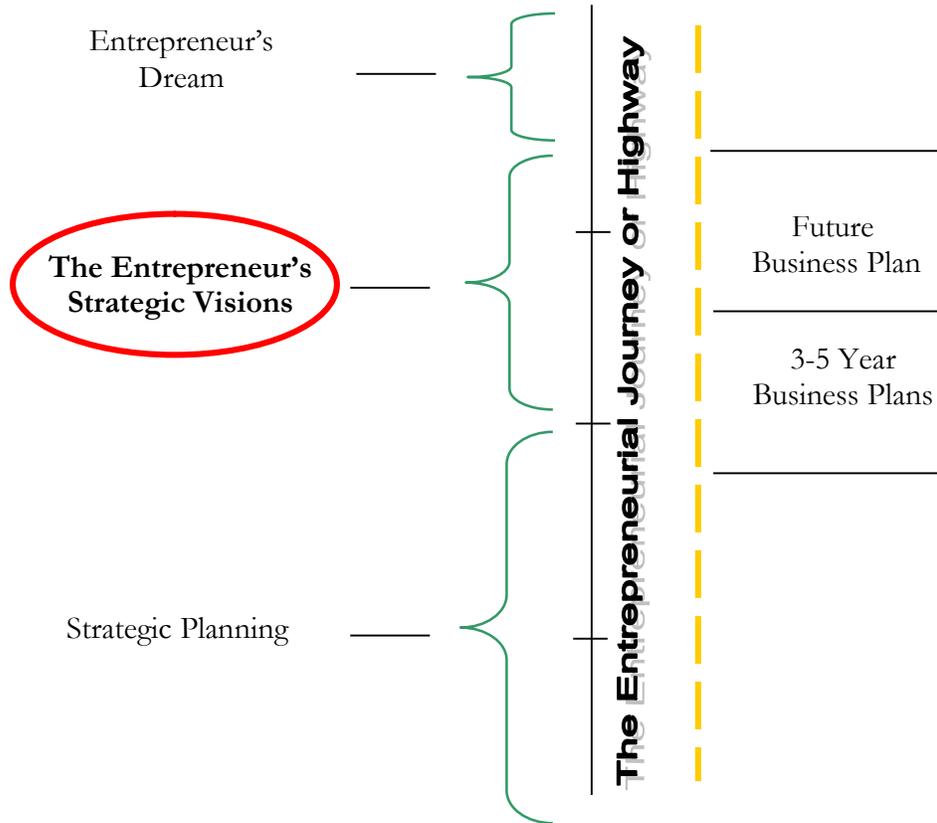
The entrepreneurial journey or entrepreneur's highway is the path created by a successful series of insightful and interlocking entrepreneurial business plans.

The business plans articulated by the entrepreneur and their strategic planning TEAM provide the "maps" that include the distance and direction of the professional entrepreneurial journey via the entrepreneurial highway.

Historical, current, and future entrepreneurial business plans become a series of interlocking plans that illuminate the entrepreneurial path.

## The Entrepreneur's Strategic Visions

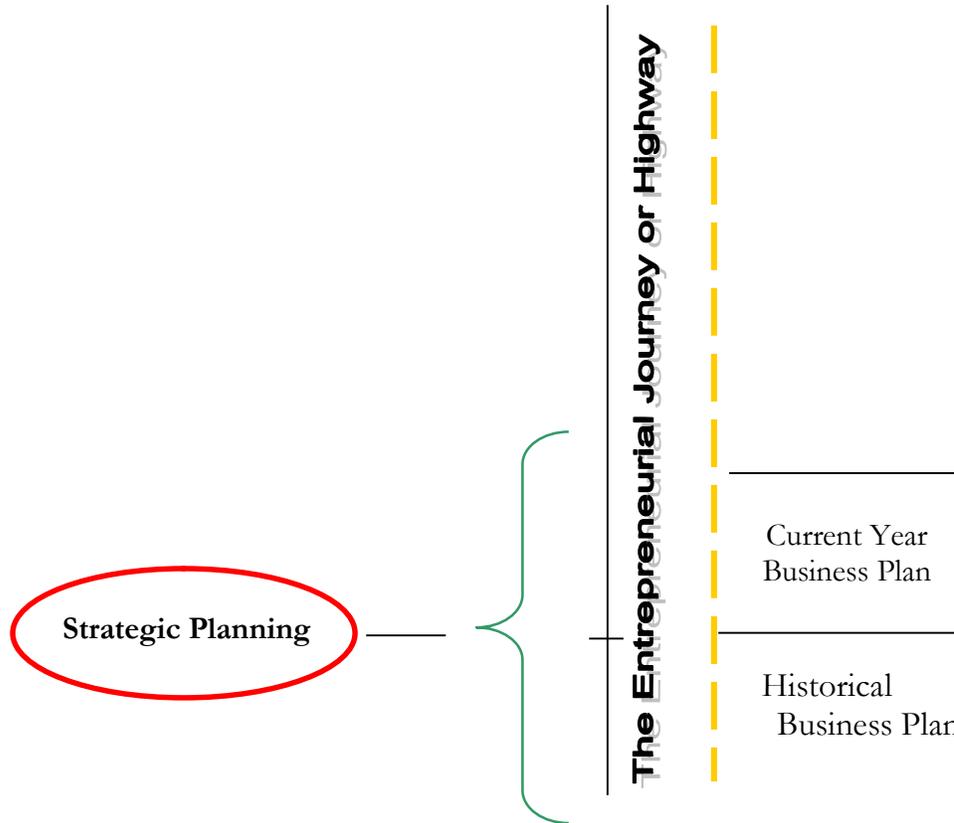
The visions of the entrepreneur are the insights that link the short-term, current, and detailed strategic plans of the Professional Entrepreneur's business-planning capabilities with the beacons of light directing the entrepreneur toward their long-term Entrepreneurial Dream.



As the illustration above demonstrates, the Professional Entrepreneur's strategic business plan can link the short-term strategic plan with the Entrepreneur's Dream. Strategic planning includes the business-planning architects and engineers working to validate the interlocking series of plans that create the structural supports for the company's strategic growth.

## The Entrepreneur's Strategic Planning

The Professional Entrepreneur's strategic plan includes short-term, detailed planning based on a foundation of historical business evidence.



The short-term, strategic planning validates the current entrepreneurial business plan and establishes the credibility for the Professional Entrepreneur's strategic vision as described in the plan.

**The Entrepreneur is the Entity's Business Prophet ...  
and the First to Become a True Believer**



Without the show of their entrepreneurial confidence, without the outward courage of the entrepreneur's conviction, the entrepreneur's vision will lack the magnetism to attract and motivate their entrepreneurial TEAMS. Therefore, it is important for the Professional Entrepreneur to become the entity's first True Believer in the entity's entrepreneurial business plan.

The following represents the five phases of Professional Business Prophecy:

1. The ability to see beyond the obvious
2. The ability to articulate an Inspired Vision
3. The ability to describe the Inspired Vision in writing
4. The ability to articulate and share the Inspired Vision
5. The confidence to become the entrepreneurial leader of the Inspired Vision

Sourcing the commitment to succeed along with the confidence to become the entity's first True Believer acknowledges the real starting point of the entrepreneurial journey, a journey seeking the destination of the Entrepreneur's Dream.

The destination of an Entrepreneurial Dream is an Inspired Vision to an ultimately successful journey via a series of interlocking business plans.

## **Chapter 5: A Good Entrepreneurial Business Plan Ties to a Dream**

At what moment did you, the entrepreneur, first really begin to believe in your entrepreneurial dream? It was probably the same moment you first truly believed in (1) your entrepreneurial business plan, (2) yourself, and (3) your entrepreneurial team's capability, dedication, and determination – in that order.

Over time, a series of well-thought-out entrepreneurial business plans develop clarity and become a well-defined series of visions that focus on the critical business areas of the company's business opportunities and structural development necessities.

### **A Series of Entrepreneurial Business Plans over Time Develop a Focus, Become a Clear Validation of the Company's Business Purpose, and Crystallize the Entrepreneur's Inspired and Shared Vision**

A good entrepreneurial business plan asks a series of revealing questions about the business.

Over time, a series of well-thought-out entrepreneurial business plans validate the concept of the company's business, its vision, and its business purpose.

A good professional entrepreneurial business plan states the mission at hand, its strategic plan and vision, and develops the linkage to an ultimate inspired business vision – encouraging criticism for validity from every employee, every member of the entrepreneurial TEAM, and everyone whose future depends on the success of the plan.

Over time, a series of well-thought-out entrepreneurial business plans crystallize the vision of Professional Entrepreneurs into an entrepreneurial path to success.

The concept of a good entrepreneurial business plan becomes clear as the plan transforms into an actual operating series of events. This validation of the Professional Entrepreneur's vision and entrepreneurial business plan reconfirms the vision's concept, its design, and invites a recommitment from the entrepreneurial team.

## The Twelve Stages of a Successful Entrepreneurial Dream

As discussed in the *Entrepreneur's Dream Manual* (A-5), there are twelve stages to the development of a successful entrepreneurial dream. These twelve stages are listed in the exhibit below.

### Exhibit 2

#### The Twelve Stages of a Successful Entrepreneurial Dream

Stage #	Description of the Stages
1.	The Creation of an Entrepreneurial Concept
2.	The Engineering Validation
3.	The Architectural Design or Roadmap of the Vision
4.	The Entrepreneurial Moment of Truth (Selling One's Self)
5.	The Five Key Ingredients of a Credible Dream
6.	Goal Setting and Benchmarking
7.	The Articulation of the Vision or "Lighting the Path" for Others
8.	Sharing the Dream — Creating the Entrepreneurial Dream Team
9.	Building the Dream
10.	Living the Dream Every Day
11.	Finding Personal Success in the Entrepreneurial Journey Itself
12.	Coaching Other Aspiring Entrepreneurs in the Development of Their Dreams

## **New Year's Plan Connects the Company's Foundation Plan to its Ultimate Vision**

**New Year's Plan** – Connecting the company's foundation to a successful entrepreneurial business plan is about the steps involved in ascending to the company's Ultimate Vision, one successful business plan at a time.



The first step is a foundation plan. One must first build an organization that will withstand the test of time. The next step is the “new year’s plan” or entrepreneurial business plan. It serves two purposes in the ascension of the series of successful business plans to the Entrepreneur’s Dream. First, it is the connection to the foundation, confirming the existence of a solid foundation. Second, it is the resource generator for the 2-5 year plan.

The 2-5 year entrepreneurial business plan provides the engineering, sources the architectural generators, and becomes the concept validator that builds the structure that connects to the next major plan, which ultimately connects to the Professional Entrepreneur’s Dream.

**Exhibit 3**

Exhibit 3 illustrates the connectivity between the company's foundation plan and the Professional Entrepreneur's Dream.

**VISUALIZING THE ENTREPRENEUR'S DREAM**

**Become the Premier (#1) National YYYY Company**

\$25 Million in Annual Revenues  
\$3.5 Million in Annual Net Profits

7-10 Year Timeframe  
5-6 Facility Locations / \$5M Annual Revenues Each  
Characteristic of Facilities  
    ♦ State-of-the-Art Facilities

Coach and Mentor Four (4) TyRex Technology Family  
Aspiring Partners

**2 – 5 Year Plan**

- Add 2 Additional Remote Facilities (Total of 5 Locations)
  - NW Facility
  - SE Facility

**200X Plan**

- \$1.7 Million Annual Sales Revenue w/\$300K Annual Net Profits
- West Coast Entity Facility by Q4, 200X
  - Entity Marketing Campaign for China Electronic Manufacturers
  - West Coast Marketing and Sales Campaign  
    Initiate Campaign (200X) – Establish the Initial Foundation
  - Establish a Solid Sales Revenue Foundation for the YYYY Primary Location

**Foundation Plan**

Austin Facilities  
\$90K Monthly Sales Goal  
\$22.5K Monthly Net Profit  
\*See Detailed Foundation Plan

(Name)'s Inspired Vision



Create the Vision that Illuminates the Path that Provides the Inspiration and Clarity for the Journey

## Chapter 6: The Critical Keys to the Coming Year's Foundation Plan Success



Establishing the “critical keys” to the coming year’s foundation plan is a very important part of the entrepreneur’s business-planning process. The purpose of establishing the critical keys for an entrepreneurial entity is to first understand and separate the relevant from the irrelevant issues and prioritize the relevant issues, establishing the proper level of awareness for the most-critical ones. The Professional Entrepreneur can then begin to prepare a business plan. The entrepreneur and their TEAMS must never lose focus on these critical key issues.

Critical keys to the entity’s business-planning period can cover the entity’s total environment from markets to facilities to financial resources. Critical business keys are usually pivotal in establishing the short-term direction of the entity. Their success or failure typically dictate and direct the entity’s ancillary programs, resulting in major

shifts in the speed, direction, and performance of the entity’s formal business development programs.

Typically, entrepreneurial business plans have alternative scenarios based on the timely success of an entity’s realization or non-realization of critical key events. Determining the “timing windows” for entrepreneurial business opportunities or critical key events becomes essential in entrepreneurial business planning. If the entrepreneur can determine the moment in time when the critical event’s success or failure is determinable, then timely alternatives or ancillary planning activities can be implemented to avoid possible business-planning roadblocks and obstacles.

Understanding timing is essential to supporting speed and alternative planning of entrepreneurial business plans. It is especially important for those issues relating to alternative scenarios involving “critical business keys.”

## **Chapter 7: In Any Entrepreneurial Business Plan, There is always a Discussion about the Market**

Embrace the Market, Feel the Market, and Proactively Advance Upon the Market.

Entrepreneurial Sales Leaders are Positioned on the Front Line of the Market Field of the Competitive Business Battle.

Every professional entrepreneurial business plan must first describe the entrepreneurial entity market in precise detail. The entrepreneur must first “embrace the market” and put their arms around it, “feel the market” with their entrepreneurial instincts, and then properly evaluate the market opportunities, ultimately planning the market’s exploitation in the upcoming business-planning period. It is the responsibility of the entrepreneur to have total and complete command over the entity’s market-competitive battle plan and sales front-line logistics, strategically positioning its sales troop along the front lines while providing them the necessary sales tools, sales resources, and sales leadership.

In entrepreneurial companies, sales leadership is a position established at the market’s battlefield. Long-term successful entrepreneurs are not dependent on any one person or any sales team for their entity’s sales and marketing success. The entrepreneur provides marketing leadership, assumes sales “scout position,” and defines the sales plan for all of the company’s sales and marketing current period market advances.



Professional Entrepreneurial Business Managers must include a detailed sales and marketing plan provided by the entity’s Entrepreneurial Sales Leader sourced from their personal feel of the market, their individual assessment of their sales requirements and resources, and their entrepreneurial tactical and strategic sales-planning capabilities.

## **Chapter 8: Developing and Defining a Sales Success Plan within the Entrepreneurial Business Plan**

Entrepreneurial sales-success is very personal. It is inherent in an individual's daily decisions and his or hers daily choice to succeed at selling.

The Entrepreneurial Sales Leadership Pledge – “By My Actions, I Choose to Succeed in Business each Day; Therefore I Have Chosen to Succeed as a Sales Leader.”

By developing and defining a sales-success plan, one establishes the structure to create the criteria that allow Professional Entrepreneurs and each member of their sales team to succeed individually and collectively in sales every day.

Entrepreneurial sales-success begins with a well-defined market evaluation, including the ability to define the relevant market, its geographical area served, and relevant product lines or services. It should also include an evaluation of the market characteristics.

The above evaluation will enable the Entrepreneurial Sales Leader to develop their primary sales goals and sales objectives over an established and determinable timeline.

These actions will provide the necessary information for the Entrepreneurial Sales Leader and the Professional Entrepreneurial Business Leader to establish the energy necessary to convert the market opportunities into revenue realities established by the business plan's sales goals.

Sales energy is defined in terms of the energy necessary to obtain the stated sales objectives. The following sales activities typically define most entrepreneurial companies' sales energy:

1. Visits to customer locations
2. Telephone calls to decision-makers
3. Mail-outs and sales literature



Usually, sales energy is quantified over an extended period and evaluated if sufficient to achieve the entity's sales goals and objectives. This is the sales-success timeline. The necessary sales energy is then divided into smaller periods more easily managed and monitored (such as weeks).

The last step in developing the entrepreneurial sales and marketing plan is to compare the required sales energy necessary to achieve the stated objectives with the sales resources available. Once complete, the final action is to secure the sales TEAM's sign-off on their individual sales-success plan.



By dividing the necessary sales energy into short time periods, the Entrepreneurial Sales Leader can establish daily criteria for their entity's sales-success.

Every day, the Entrepreneurial Sales Leader must make a conscious and personal decision to be sales-successful. The commitment to sales-success becomes an everyday personal activity. Excuses are real and plentiful, but not relevant to the ultimate sales and business success of the Entrepreneurial Business Manager. Not achieving the stated daily sales-success goals diminishes the probability of the Professional Entrepreneur's sales-success and heightens their reliance on a rabbit's foot for their sales and business luck.

When the entrepreneur determines the amount of sales energy necessary to realize sales-success, reaching success becomes a function of monitoring the Entrepreneurial Sales Mendoza Line – above the line is sales success; below the line is failure.

## **Chapter 9: A List of the Entity's Major Goals, Commitments, and Significant Business Opportunities is Included in Every Major Entrepreneurial Business Plan**

### Goals vs. Commitments

An entrepreneurial goal without entrepreneurial commitment leaves the entrepreneurial TEAM empty and desiring more. An entrepreneurial goal with true commitment is the foundation needed for strategic company planning and critical decision-making.



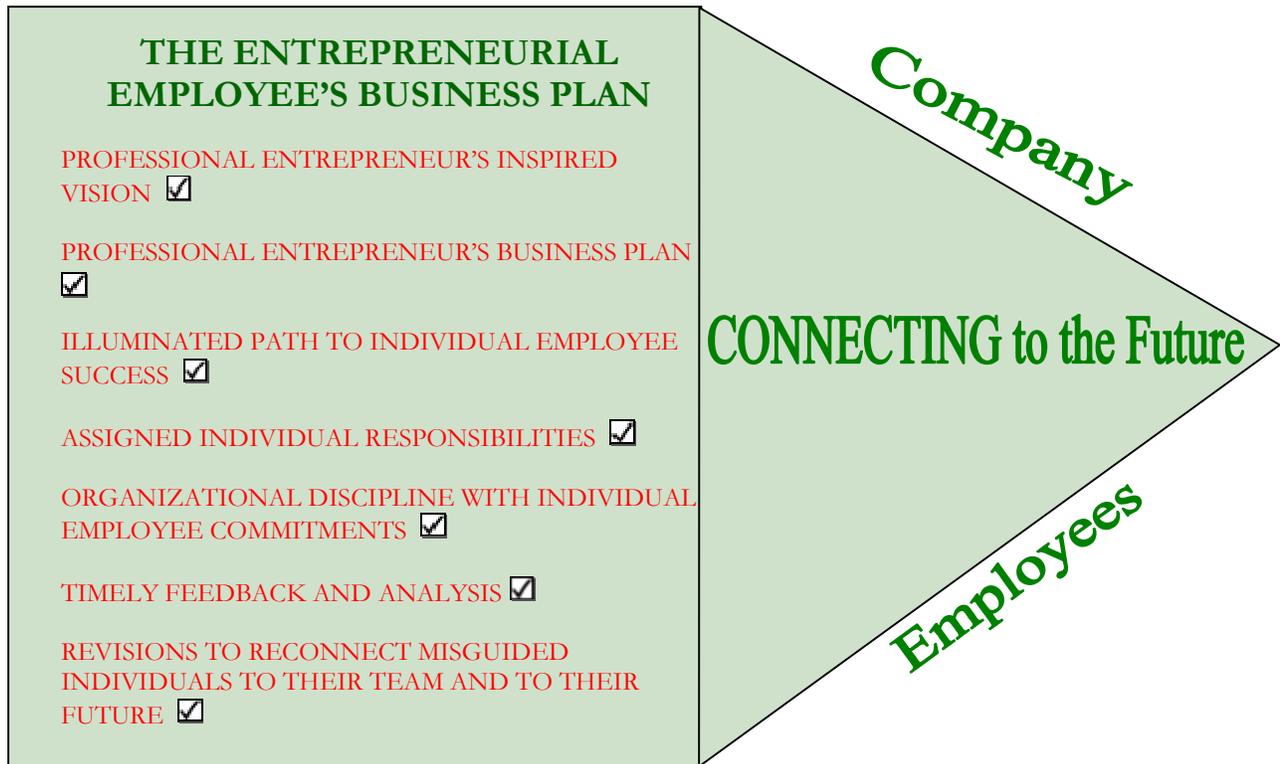
Set your goals high, but tie them to the reliability of your company's foundation and the entrepreneurial team's commitments.

The entrepreneur's business plan should succinctly list the entity's goals, commitments, and significant business opportunities in bullet format. The reader should have no problem establishing what the Professional Entrepreneur has established as their business goals for the entrepreneurial business-planning period. However, the specific individual and team commitments on which the entity's critical decision-making functions are based should be listed distinct and separate from the entity's goals. Additionally, the entity's significant business opportunities for the coming entrepreneurial business-planning period should be stated by timeline, resource requirements, and entrepreneurial team commitments in concise, legible, language.

From this one section of the entrepreneur's business plan, the team should be able to summarize the entity's planning period direction, comprehend the expected minimum level of energy requirements and performance, and view the most significant business opportunities and challenges the entity will face in future business-planning periods with great clarity.

# Chapter 10: Planning the Involvement of Every Entrepreneurially Inspired Employee or Team Member In The Future of Their Company

## Employee Alignment in Entrepreneurial Business Planning



Every employee of every company is always within six degrees of separation between their individual efforts, their personal commitments, and the company's ultimate success.

The above statement is both powerful and profound. Its realization for a Professional Entrepreneur should be simultaneously humbling but equally joyful of the opportunities and possibilities it brings. Humble for the stark realization that an inappropriate or incorrect action by the lowest-level employee can bring the company to its knees. Joyful by the realization that developing a breakthrough professional entrepreneurial business plan that reaches out to every entrepreneurially spirited employee and team member opens up new business opportunities and sources new energies not readily available or defined by the company's entrepreneurial management.

It is the Professional Entrepreneurial Business Manager's responsibility to develop the company's entrepreneurial employee business plan and then provide the instructions to connect the company and its employees into an army of **ONE**, an entity whose future becomes the responsibility shared by all.

The entrepreneurial employee business plan contains the following elements:

**Professional Entrepreneur's Inspired Vision** – The Professional Entrepreneur's Dream. One they are willing to share with each member of their entrepreneurial TEAM.

**Professional Entrepreneurial Business Plan** – As described in this course, an illumination of the path to ultimate entrepreneurial success.

**Illuminated Path to Individual Employee Success** – The ability to communicate, articulate, and by written instruction, illustrate the role, responsibilities, and inclusion of every entrepreneurially spirited technology family employee. Each employee who has committed to the entrepreneurial team must be able to see his or her future.

**Assigned Individual Responsibilities** – The assignment of specific roles and responsibilities to each entrepreneurially spirited employee attached to the Professional Entrepreneur's Dream. Each employee must be tuned into the Professional Entrepreneur's Dream to achieve success. Employees who are willing to accept elevated roles and increased responsibilities because they have become stakeholders of their Entrepreneurial Dream create their own energy source and business entity confidence.

**Organizational Discipline with Individual Employee Commitments** – In an entrepreneurial employee business plan, discipline provides the structure for all the employees' energy to flow in an organized, focused, and concerted effort.

**Timely Feedback and Analysis** – As in any plan, the entrepreneurial employee business plan depends on timely feedback and analysis. It is the key to maintaining the connectivity and communication with every entrepreneurially spirited employee.

**Revisions to Reconnect Misguided Individuals to Their Team and to Their Future** – When an employee strays from the Professional Entrepreneur's Dream and is unable to see their future, it is important to reconnect them to the entrepreneurial TEAM and his or her own shared vision of the future.

## Chapter 11: Planning the Company's Cultural Development is Critical to a Good Entrepreneurial Business Plan

### Entrepreneurial Cultural Training for the 21<sup>st</sup> Entrepreneurial Business Century

*In the future, optimizing the energy and energy flow of every employee will become critical. In the 21<sup>st</sup> Entrepreneurial Business Century, companies must continue to be driven by their total company process flow efficiencies. In addition, to be globally competitive, these same companies will be required to adopt more entrepreneurial characteristics and cultures to optimize the amount of employee energy and the efficiency of the employees' energy flow.*

John Bosch, Jr.  
TyRex Technology Family  
Partnering Coach and CLO  
July 2003

It is becoming more important to integrate the company's cultural development plans in their annual entrepreneurial business plan.

### Entrepreneurial Family Relationship Cultural Programs

-  The Alignment of Entrepreneurial Dreams
-  The Family Relationship Chain
-  The College of Human Resource Partnering

Aligning entrepreneurially spirited employee dreams with cultural program participation is difficult but very possible.

In the annual entrepreneurial business plan, careful attention should be placed on the company's cultural development programs. Many of these programs are included in the Entrepreneurial Family Relationship Chain. These programs connect each employee to the company and their Professional Entrepreneur's Dream.

## **Sourcing the Heart of the Company Through its Employee Well-Being and Community Citizenship Programs**

Entrepreneurial business plans should include the goals and objectives of their employee well-being and community citizenship programs. It is important for a professional entrepreneurial company to plan the development annually and continuing exercise programs for their company's heart. These plans are as important to the company as their sales, manufacturing, or administrative plans for the forthcoming year.



## **Chapter 12: A Good Entrepreneurial Business Plan Is an Opportunity to Describe the Future Based on the Successes of the Current Business, i.e., Strategic Visioning**

Strategic visioning is about adjusting the focus of the entity vision and adjusting the clarity of its business path and purpose from the camera taking the snapshots of its company's future.



Strategic visioning lies somewhere between the Entrepreneur's Dream and the reality of current and historical business operating results. Strategic visioning is a spectrum ranging from the subtle changes in the company's current focus for tactical planning to the impressionistic view closer to Entrepreneur's Dream destination. It is the responsibility of the Professional Entrepreneur to continue adjusting the focus on their company's viewfinder to find the clarity of their business future. It is important to create continuous clarity of vision, maintain the path and purpose of the mission, and validate each segment of the business-planning process.

Strategic visioning is seeing beyond the obvious and developing the roads that lead to the exploitation of those strategic business visions. It is about designing the structure that supports the programs that reach beyond the obvious business opportunities.

The capable Professional Entrepreneur must also possess the ability to articulate the Inspired Vision to the entrepreneurial team, i.e., the vision of the future. They must also articulate the changes that occur in each level of strategic visions. Clarity in strategic visioning is synonymous with the speed of implementation, the alignment of the employee energy, and the execution of each successful strategic business plan that forms the entrepreneurial journey.

The successful Professional Entrepreneur must take great pains in establishing the link with a series of strategic visions; otherwise, a break in one part of the series of strategic and interlocking visions can cause the entrepreneurial view of the future to stop short of its ultimate vision. This potential interruption has the ability to jeopardize the entrepreneurial journey for the entire entrepreneurial business family.

## Chapter 13: The Value of a Good Entrepreneurial Business Plan Appendix

A good entrepreneurial business plan's appendix is a place to store the intimate details of the annual professional entrepreneurial business plan.

The appendix to a Professional Entrepreneur's business plan serves a very important role. It provides an area to store the bulk of the details of the entrepreneur's business plan. The appendix of the Professional Entrepreneur's business plan provides the validation to the statements and commitments made in the body of the business plan.



A TyRex entrepreneurial business plan appendix should include:

1. The Entity's New Year Flex-Budget
  - a. Forecasted Sales by Customer
  - b. Variable Information Sheet
  - c. Detailed Monthly Flex-Budget Overhead Expenses
2. An Inter-Company Information Brochure
3. Market Intelligence Reports
4. Special Articles Related to the Company's Core Businesses

It also includes many supporting documents for these reports.

1. The entity's New Year Flex-Budget provides the detailed monthly financial plan. It has a forecast of the entity's monthly sales by customer, monthly input budget variables such as the labor/material composition, estimated mark-ups for materials and labor, labor costs per hour, and labor sales rate per hour. Also included are the detailed monthly flex-budget overhead expenses.
2. The Inter-Company Information Brochure is a great source of information to provide detailed information about the entity's operational capability. It also provides specific ideas about how to mine existing and potential customers for related product and service opportunities.
3. The appendix also includes Market Intelligence Reports concerning the company's product and service segments.
4. Also included are Special Articles Related to the Company Core Businesses..

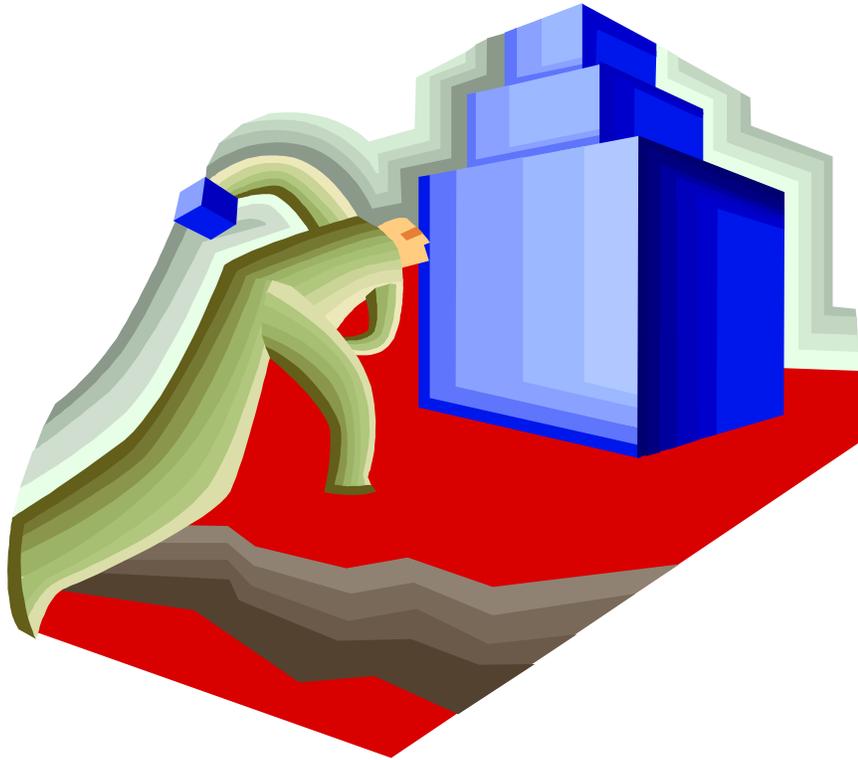
## **Chapter 14: Guidelines to a Successful Entrepreneurial Business Plan**

The following pages provide a sample entrepreneurial business plan to act as a model.

This sample's purpose is to provide the Professional Entrepreneurs with a template for composing their initial professional entrepreneurial business plans. It is also a tool for experienced Professional Entrepreneurs when reviewing the design and composition of their annual entrepreneurial business plan.

Remember, it is designed for internal use and evaluation rather than for external show and tell. This outline of a professional entrepreneurial business plan is intended to provide real insight into the future of the Professional Entrepreneur's business and provide their entrepreneurial TEAM or family an illuminated pathway on their collective entrepreneurial journey.

The Cover Page



# **2003 XYZ GROUP BUSINESS PLAN**

**PRESENTED BY:**

**JOHN OR JANE DOE**

**PRODUCT GROUP MANAGER**

**A TYREX TECHNOLOGY FAMILY MEMBER**

## Outline

### XYZ GROUP *BUSINESS PLAN*

#### Table of Contents

- I. Opening Statements
- II. The Purpose of a TyRex Technology Family Business Plan
- III. Signature Page
- IV. Executive Summary
- V. The Business Overview of a Division or Product Group
- VI. Key Foundation Success Factors
- VII. Significant Business Opportunities
- VIII. Basic Business Criteria
- IX. The Entity's Structural Development Plan
- X. The Sales and Marketing Plan
- XI. Defining Daily Sales Success
- XII. The Production Overview
- XIII. Financial and Administrative Issues
- XIV. Partner Development Plan
- XV. Company Cultural Development Plan
- XVI. Developing and Expanding Relationships
- XVII. Employee Well-Being Development Programs
- XVIII. The Community Citizenship Development Program
- XIX. Special Circumstances
- XX. The Future (Becoming **SPECIAL**, Not Just Successful)
- XXI. Appendix

## I. Opening Statements

This section should contain one or more of the following:

- The Professional Entrepreneurial Manager's Dream
- The entity's mission statement
- Significant statements that address industry business opportunities or any other pertinent "key" phrases that are unique to your group
- Mottos that represent the entrepreneurial group's business purpose or special characteristics
- Motivational statements that will inspire and unite the entrepreneurial TEAM

The "Opening Statements" section is NOT an outline or overview, but a strong set of statements representing the body of the inspiring entrepreneurial business plan.

The following pages of the entrepreneurial business plan should support the broad statements of the opening statements and are intended to provide the alignment of steps in the ascension to achieve the Professional Entrepreneur's Dream.

## II. The Purpose of a TyRex Technology Family Business Plan is Clarity

The business plan is primarily intended for internal use (entity management and its entrepreneurial TEAM); however, the basic concepts may be shared with the company, customers, vendors, employees, outside professional partners, communities, etc.

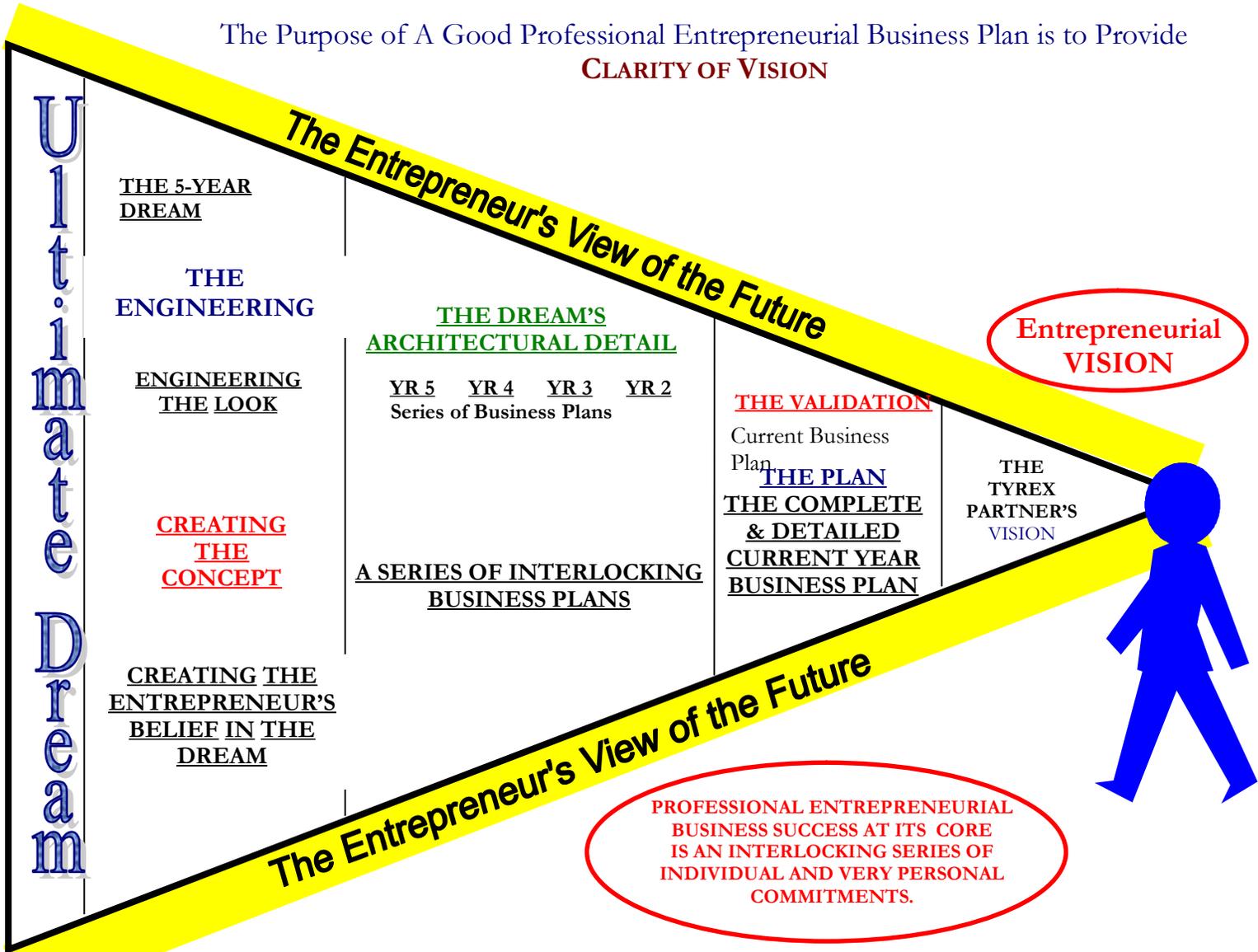
There are five primary themes and underlying reasons for creating the business plan:

1. To engineer the entrepreneur's 5-year vision.
2. To create the company's long-term, detailed Strategic Vision. To provide clarity of opportunity while identifying the resources necessary to exploit the various extended business opportunities.
3. To validate the company's foundation, both financial and operational. The exploitation of any major business opportunity should not begin until the entity has built a firm foundation.
4. To establish the operational requirements necessary to exploit the immediate and near-term opportunities. This is a strategic plan covering such topics as sales and marketing, operations, administration, equipment requirements, and financial requirements.
5. The last and most compelling reason is to secure the individual commitment and signed approval of the business plan by key team members. The "sign-off" page indicates that these key team members have signed on, have validated in their mind the high probability of the plan's success, and are willing to accept the responsibility of delivering the results that the business plan suggests are obtainable for the next year.

Professional entrepreneurial business success at its core is an interlocking series of individual and very personal commitments.

The destination of an Entrepreneurial Dream is an inspired vision to a successful journey via a series of interlocking successful business plans.

The Purpose of A Good Professional Entrepreneurial Business Plan is to Provide  
**CLARITY OF VISION**



The entrepreneurial business plan is primarily intended for internal use; however, the basic concepts may be shared with the company's customers, vendors, employees, outside professional partners, communities, etc.

There are five primary themes and underlying reasons for creating an annual entrepreneurial business plan:

1. To **ENGINEER** the Entrepreneur's 5-Year Vision. (CREATE THE CONCEPT)
2. To **CREATE** the entity's long-term, detailed **STRATEGIC VISION**. To provide clarity of opportunity while identifying the resources necessary to exploit the various business opportunities.
3. To **VALIDATE** the entity's foundation, both financial and operational. The exploitation of any major business opportunity should not begin until the entity has built a firm foundation.
4. To **ESTABLISH** the operational requirements (**THE PLAN**) necessary to exploit the immediate and near-term opportunities. These are the strategic plans covering sales and marketing, operations, administration, equipment requirements, and financial requirements.
5. The last and most compelling reason for this annual business plan is to **SECURE THE INDIVIDUAL COMMITMENTS** and signed approval of the plan by key team members. The "sign off" page indicates that these key team members have signed on and have validated in their own minds the high probability of the success of the plan and are willing to accept the responsibility of delivering the results that the business plan suggests are obtainable for the next year.

VISUALIZING THE ULTIMATE DREAM WITH  
AN  
INSPIRED VISION BY A  
PROFESSIONAL ENTREPRENEUR®

**Become the Premier (#1) National YYYY Company**

\$25 Million in Annual Revenues  
\$3.5 Million in Annual Net Profits

7-10 Year Timeframe  
5-6 Facility Locations / \$5M Annual Revenues Each  
Characteristic of Facilities

- ◆ State-of-the-Art Facilities

Coach and Mentor Four TyRex Technology Family  
Aspiring Partners

**2 – 5 Year Plan**

- Add 2 Additional Remote Facilities (Total of 5 Locations)
  - NW Facility
  - SE Facility

**201X Plan**

\$1.7 Million Annual Sales Revenue w/\$300K Annual Net Profits

- West Coast Entity Facility by Q4, 201X
- Entity Marketing Campaign for China Electronic Manufacturers
- West Coast Marketing and Sales Campaign
  - Initiate Campaign (201X) – Establish the Initial Foundation
- Establish a Solid Sales Revenue Foundation for the YYYY Primary Location

**Foundation Plan**

Austin Facilities

\$90K Monthly Sales Goal  
\$22.5K Monthly Net Profit  
\*See Detailed Foundation Plan

(Name) 's Inspired Vision



Create the Vision that Illuminates the Path that Provides the Inspiration and Clarity for the Journey

### III. Signature Page

The following entrepreneurially spirited individuals have committed to the following business plan and are willing to take individual and TEAM responsibility for achieving the stated goals and objectives.

These individuals have read the XYZ Group Business Plan at least three times, completely understand the plan, and have essentially committed it to memory.

The Incentive Compensation Plans of all team members will not become effective until this page is signed off by the entire entrepreneurial management team.

The sign-off date should be no later than January 15 of the beginning of each annual calendar business-planning year.

_____ Name Title	_____ Date
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_____ Name Title	_____ Date
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_____ Name Title	_____ Date
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_____ Name Title	_____ Date
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_____ Name Title	_____ Date
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_____ Name Title	_____ Date
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XYZ Family

_____ Name Title	_____ Date
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_____ Name Title	_____ Date
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#### IV. Executive Summary

This section is to be done after the rest of the entrepreneurial business plan is completed. It should be a one-page summary that includes a recap of the plan's major subject areas:

- A short conversation about the entity's vision, business opportunities, and challenges
- A review of the Division or Product Group's general goals and stated objectives
- A descriptive paragraph about what makes the entity **SPECIAL**
- A description and overview of the Group's basic products and services
- An overview of the Division or Product Group's Market Intelligence
- A brief Financial Overview covering the entity's financial resources
- A concluding summary of the immediate and long-term future of the Division or Product Group

It is an opportunity to express the entrepreneur's passion for their company and their life's work. It is an invitation to read about the entrepreneur's dream and an invitation to share in the entrepreneur's Inspired Vision. It is a summary of the most exciting and important events for the coming business year.

## **V. The Business Overview of a Division or Product Group**

### **Product Group or Entity Overview**

This section describes and characterizes the types of services or products the Division or Product Group brings to the market.

It may describe the various industries served and provide a description of the geographic areas served by the entity.

It gives the reader a brief understanding of the Group's products and services capabilities.

## VI. Key Foundation Success Factors

This section describes the milestones for foundation success for the Division or Product Group.

It covers three primary factors necessary to establish a solid foundation for the Division or Group.

\* REVENUE \* NET PROFIT \* CUSTOMER DIVERSIFICATION

Each primary foundation area must include a precise entrepreneurial timetable or timeline.

Entrepreneurial Key Foundation Success Factors define and prioritize the entrepreneur's actions for the forthcoming year. These significant action items are necessary to achieve stability and foundation success in the shortest possible time. Nothing is more important for the entrepreneur's entity future than to achieve foundation stability and success.

Foundation success establishes the entity's platform and provides the resources for exploiting future major business opportunities without creating a serious risk to the entity.

- Monthly - Yearly Revenue
- Net Profits
- Sales Energy - how many qualified sales call per week/month
- Production goals and milestones
- Any other significant benchmarks that define the Division or Product Group's success and establishes its foundation

A company's foundation is the launching platform for exploiting the entity's future business opportunities, propelling it toward its final destination – the Professional Entrepreneur's Dream with its Inspired Vision.

## **VII. Significant Business Opportunities**

This section describes the significant business opportunities available to the Division or Product Group that may or may not be included in the entity's financial plan. The possible opportunities are as follows:

- By category or product line
- A brief description of the entity's significant business opportunities
- A timetable for exploiting the entity's significant business opportunities
- Assignment of individual responsibilities
- A brief list of appropriate action items complete with entrepreneurial timelines or entrepreneurial timetables

Provides the Professional Entrepreneur<sup>SM</sup> the opportunity to state their most significant business opportunities placed in entrepreneurial timelines. Explains and describes the process to exploit these significant business opportunities.

## VIII. Basic Business Criteria

This section describes what makes you **SPECIAL** to your particular market. What is it about your Division or Product Group that sets you apart from the competition? Why should the customer buy from your Division or Product Group and not the competition?

Detail **SPECIAL** by each product line or service.

This is a critical section of the professional entrepreneurial business plan. It is important to understand what separates your company from the competition. Know the reason(s) why your entity or individual product line is **SPECIAL** so that your entrepreneurial TEAM can describe the **SPECIAL** benefits to your customers, vendors, communities, etc. Your entire entrepreneurial family should know, understand, and believe in the power of being **SPECIAL** as well.

## IX. The Entity’s Structural Development Plan

This section describes the development stage of your Division or Product Group according to your current level of business and projected business development. Use the following chart as a guide to detail this section.

<u>ENTREPRENEURIAL MANAGER’S TITLE</u>	<b>BUSINESS LEVEL</b>	<u>REVENUE RANGE</u>	<u>PROFITABILITY</u>
Product Line Supervisor	Product Line Development Stage	\$65K/mo	Break-Even
Product Group Manager	Established Foundation	\$125K - \$200K/mo	Profitable
Division Manager	Platform for Growth	\$300K - \$500K/mo	Financial Resource Producing
Sr. Division Manager	Same as Above	Same as Above	Resource Producing
President/Partner (Entity Leadership)	Exploiting Explosive Growth Opportunity Connected to XYZ’s Scientific Technology Resources	\$500K – \$1 mil/mo	Diversification

The Professional Entrepreneur<sup>SM</sup> should also use this section to describe their plans for future business diversification as well as the overall strengthening of the management TEAM’s leadership capabilities.

In the above development plan, the appropriate business levels assume satisfactory profitability, strong working capital management, and availability of adequate financial resources.

Mainly, it should answer the questions: “At what stage is my entity?” and “What are the requirements to advance to the next entity level?”

## **X. The Sales and Marketing Plan**

This section should describe the following:

- Market evaluation by:
  1. Relevant market
  2. Geographic area served
  3. Product line or services provided
  4. Market characteristics
  
- The establishment of specific sales goals and specific sales objectives
  1. Sales benchmarks by specific timelines or timetables
  2. Assigned individual sales responsibilities
  
- A summary narrative recap of the Sales and Marketing Plan as it sets the stage for all company development and growth programs.

The company's Sales and Marketing Programs provide a business leadership plan with specific roles for the entire company. It is essential to explain the markets served by the company, the sales goals and objectives, and connect them to the future of the company, possibly allowing the company to advance to the next level.

## **XI. Defining Daily Sales Success**

- Establishing Daily Sales Success by Sales Energy Requirements by Individual Salesperson
  
- Sales Energy is defined as:
  1. Sales visits
  2. Telephone calls to decision makers
  3. Mail-out and other sales literature
  - Any sales activity that can be defined as necessary to receive customer purchase orders

Defining sales success down to a daily individual and personal commitment is key to the professional entrepreneurial sales programs. **The ability to have each member of the professional entrepreneurial sales TEAM begin the day with a conscious decision to be sales successful is both powerful and compelling.**

It is essential for each Professional Entrepreneurial Sales Leader and each Entrepreneurial Salesperson to understand that they individually control their own sales destiny.

## **XII. The Production Overview**

This section describes specific production goals, production objectives, and the production resources necessary to meet the Division or Product Group's overall revenue goals.

Critical resources should be discussed by:

- Manpower requirements
- Facilities
- Equipment

Technology advancements necessary to stay competitive:

- Capital Expenditure Requirements
- Major Project Description Detail

This section is a long-term production planning tool and driven by the entity's Sales and Marketing Plan.

### **XIII. Financial and Administrative Issues**

The overview of financial data:

1. Revenue projections by product line or services
2. A summary of the net profit projections by product line or service
3. Line(s) of credit and working capital requirements
4. Summary of the gross margin analysis by product line or services
5. Capital equipment requirements by month and quarter
6. Year-to-year financial comparisons (past, present, and future)
7. Any other relevant financial data

A separate page discussing action items, timelines, and timetable addressing major administrative events or activities is appropriate, i.e.:

- Entity safety programs
- Credit indemnification programs
- Insurance programs
- Recap of company leases
- Multi- state taxing issues
- Any other relevant programs

Financial and administrative requirements usually tell a story about the entity's forthcoming business plan. It is important that the financial resource plan match the business plan's financial requirements that are stated in the entity's sales and marketing revenue growth objectives.

#### **XIV. Partner Development Plan**

This section describes the key milestones for the Division and Product Group Managers and Supervisors. It should also detail how the key managers are progressing in their individual XYZ Company and provide clarity in the development process.

Key questions to be answered in this section are:

- What do I (the business plan author) have to achieve this coming year to progress to the next level?
- What do the managers/supervisors/leaders in development of my TEAM have to achieve to progress?

Detail and describe the individuals involved along with the specific milestones they must achieve in the coming year to progress to their next level of partnering or leadership:

<u>Aspiring Partner or Leader Name</u>	<u>Item #</u>	<u>Action Item or Goal</u>	<u>Timetable</u>	Define What the Next Level of Success of Each Aspiring Partner or Leader Looks <u>Like</u>
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## XV. Company Cultural Development Plan

In this section you may want to restate the entity's Core Values and Guiding Principles. In addition, you may want to describe and detail the following:

- The Division or Product Group core values and principles in greater detail, describing their influence on the company and their multiple, sustainable relationships.
- Detail individual "employee success" programs. Describe what successful employees look like, do, or behave.
- Describe the attitude and swagger of the entity's "entrepreneurially inspired" employees.
- Articulate and define TyRex's Entrepreneurial Family Relationship Cultural (TEFRC) Programs

### *Goals of the TEFRC Programs*

- Building strong relationships with all employees
- Develop TEFRC educational programs
- Communicate to all employees their special role to support the company's success and Ultimate Dream
- Provide a vehicle for Professional Entrepreneurs to communicate and share their dreams with each entrepreneurial team member

Remember, a company's guiding principles set the stage for establishing the company's values, which ultimately create the clarity for the entity's purpose and their reason for being in business.

## **XVI. Developing and Expanding Relationships**

- Relationships with your customers
- Relationships with your vendors
- Relationships with your employees
- Relationships with your communities

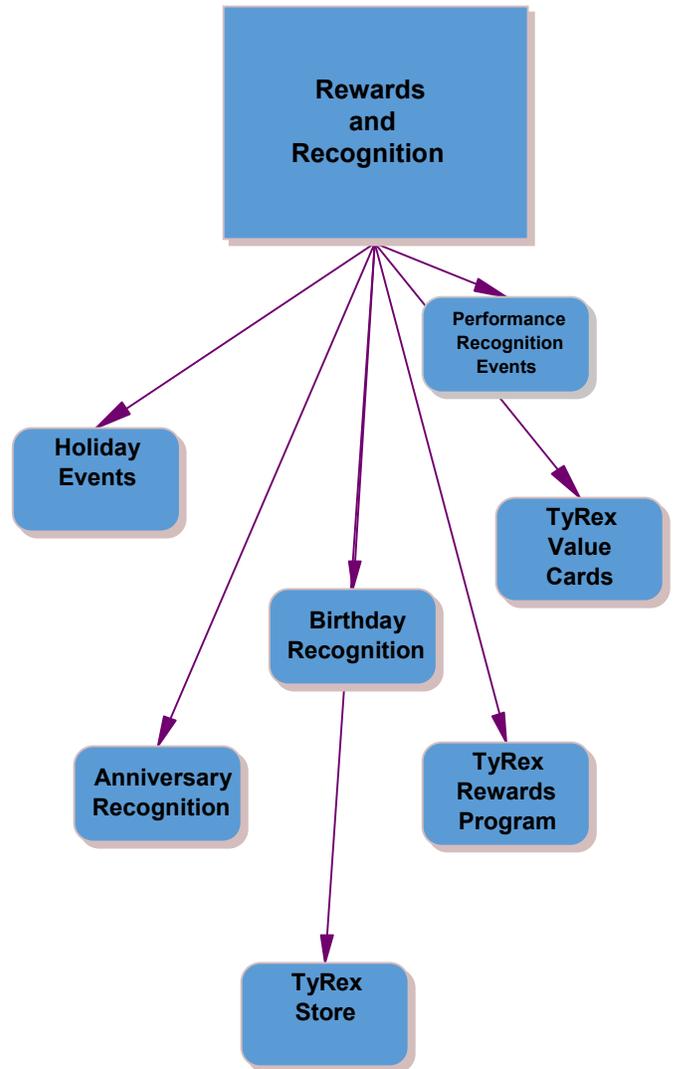
Here the Professional Entrepreneur<sup>SM</sup> has the opportunity to describe the importance of developing and maintaining multiple, sustainable relationships with their customers, vendors, employees, and surrounding communities.

## XVII. Employee Well-Being Development Programs

### A. Rewards and Recognition Programs

*Employee Rewards and Recognition Programs' are Key TyRex Beliefs*

- Recognition for a job well done is the top motivator of employee performance.
- Employees at TyRex are treated as team members, sharing in their entrepreneur's Dream.
- The importance of recognizing employees participating in the success of TyRex is an integral part of the company's Special Culture.



A professional entrepreneurial business plan addresses the participation of the entrepreneurially spirited team members with the acknowledgment of its various employee reward and recognition programs.

## **XVIII. Community Citizenship Development Programs**

- Sourcing the heart of the company by participating in Community Youth Programs
  1. List the Division or Product Group's various Community Citizen Programs
  2. Acknowledge the entity's Community Citizenship TEAM and Project Leaders
  3. Encourage all employees to participate in (non-paid) Community Citizenship Programs
  
- Explain the purpose and value of the entity's Community Citizenship Programs

The Professional Entrepreneur has an opportunity to educate and communicate the purpose and value of their entity's Community Citizenship Programs.

## **XIX. Special Circumstances**

This section describes any special items, objectives, programs, or circumstances that are unique to the entity.

This section covers major areas not covered in the other entrepreneurial business sections. Possible examples are:

- Governmental regulation changes
- Significant changes in the general economy
- Unusual business or industry events of significance

## **XX. The Future (Becoming **SPECIAL**, Not Just Successful)**

Based on the success of this entrepreneurial business plan, what is the future for the Division or Product Group? The Professional Entrepreneur will want to describe in detail the path of ascension to reaching their Dream or Inspired Vision. The Professional Entrepreneur<sup>SM</sup> may also want to describe in detail how they wish to share their Dream with its Inspired Vision with their entrepreneurially inspired TEAM.

Describing the successful ascension to one's Ultimate Dream involves the articulation of the vision, lighting or illuminating the entrepreneurial path, and posting key benchmark signs along the entrepreneurial highway to success.

## **XXI. Appendix**

In this section, you have the opportunity to provide detailed charts, graphs, or articles that may enhance and support the entrepreneurial business plan.

Also include the following:

- Flex-Budget Documents:
  1. Sales by Customer Detail
  2. Information Sheet Regarding Key Financial Drivers
  3. The Detailed Monthly Flex-Budget
- Inter-Company Information Brochures

The appendix is a valuable tool to provide additional details to support major business plan assumptions. It becomes a library for the detail-oriented reader to achieve a greater in-depth understanding and “buy-in” of the entrepreneurial business plan.

**End of Sample Business Plan**

Appendix



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Professional Entrepreneur®

## Appendix A. Test Yourself

### True or False Questions

1. One of the secondary purposes of the professional entrepreneurial business plan is to define sales success by daily actions. (TRUE or FALSE)
2. The short-term strategic planning validates the current entrepreneurial business plan and established the credibility of the Professional Entrepreneur's® strategic vision as described in the entrepreneur's business plan. (TRUE or FALSE)
3. The first step in connecting the company's foundation plan to its ultimate vision is NOT essential to building an organization that will withstand the test of time. (TRUE or FALSE)
4. "Entrepreneurial time" or entrepreneurial timing is critical to the entrepreneurial speed in the primary management and alternative planning of entrepreneurial business planning relating to alternative scenarios involving "critical business keys." (TRUE or FALSE)
5. In entrepreneurial companies, sales leadership is a position of secondary importance. (TRUE or FALSE)
6. The sign-off page of an entrepreneurial business plan should be completed no later than December 31. (TRUE or FALSE)
7. According to the listing in the appendix, the Executive Summary of an Entrepreneurial Business Plan should be the first thing completed prior to all other specific areas of the entrepreneurial business plan. (TRUE or FALSE)
8. (Appendix VI) Nothing is more important for an entrepreneur's entity than to achieve foundation stability and success. (TRUE or FALSE)
9. In a professional entrepreneurial business plan, the basic business criteria describes what makes your products or services special. (TRUE or FALSE)
10. The destination of an entrepreneurial dream can be described as an Inspired Vision to a successful journey via a series of interlocking business plans. (TRUE or FALSE)
11. An important purpose of the professional entrepreneurial business plan is to gain insight into possible significant business opportunities for explosive growth. (TRUE or FALSE)

12. A good professional entrepreneurial business plan must be REAL and not be made for show and tell. (TRUE or FALSE)
13. Historical, current, and future entrepreneurial business plans become a series of interlocking business plans that illuminate and light the entrepreneurial path. (TRUE or FALSE)
14. Entrepreneurial emotion should NOT be a part of every great entrepreneurial business plan. (TRUE or FALSE)
15. The entrepreneurial business plan begins with a description of the results from the entrepreneur's business last year (the history). (TRUE or FALSE)

## Multiple Choice Questions

1. A good professional entrepreneurial business plan must:
  - a. Show a passion
  - b. Have an attitude
  - c. Have a purpose with a sense of importance
  - d. All of the above
  - e. None of the above
  
2. In the Coach's Story, the name of the author's entrepreneurial business was:
  - a. Bosch's Lawn Care
  - b. Bosch's Car Wash
  - c. Bosch's Stout Wine
  - d. None of the above
  
3. A professional entrepreneurial business plan at the high-altitude observation point attempts to:
  - a. Illuminate the Entrepreneurial Path
  - b. Provide clarity to the Strategic Vision
  - c. Validate the Purpose of the Mission
  - d. All of the above
  - e. None of the above
  
4. Professional entrepreneurial business at its most fundamental core is a \_\_\_\_\_ series of \_\_\_\_\_ and personal commitments.
  
5. One of these is NOT one of the five (5) phases of professional entrepreneurial business prophecy:
  - a. The ability to see beyond the obvious
  - b. The ability to articulate the vision
  - c. the ability to describe in writing this vision
  - d. the ability to guarantee success to the entrepreneurial team
  
6. A good professional entrepreneurial business plan:
  - a. States clearly the mission at hand
  - b. States the strategic plan and vision
  - c. States its ultimate inspired business vision
  - d. All of the above
  - e. None of the above
  
7. The number of steps in a successful entrepreneurial dream:
  - a. 15
  - b. 10
  - c. 12

- d. 1
  - e. None of the above
8. Which of the following may not be a critical key to the coming year's foundation plan success?
- a. The market
  - b. Facility improvement(s)
  - c. Office decorating
  - d. Financial resources
9. Illuminating the path to individual employee success and the assignment of individual responsibilities (Chapter X) does which of the following?
- a. Verifies that the "entrepreneurially spirited" employee is clearly in tune with the Professional Entrepreneur's® Inspired Vision
  - b. Shows that entrepreneurially inspired employees are willing to accept elevated roles and increased responsibilities
  - c. Become owners of the Inspired Vision and know they will share in the Professional Entrepreneur's® Dream
  - d. All of the above
  - e. None of the above
10. In the professional entrepreneurial business plan appendix, the opening statements do NOT contain one of the following:
- a. The entity's mission statement
  - b. Sales and marketing detailed plans
  - c. The Professional Entrepreneurial Manager's Dream
  - d. Motivational statements



**Extra Credit: A Personal Anecdote or Entrepreneurial Story Specifically Related to  
These Course Materials  
(Entrepreneurial Business Planning)**

The TEi would like to include as many personal entrepreneurial stories to this module as possible. Prospective or aspiring Professional Entrepreneurs® are always interested in reading or hearing about individuals who are in similar business circumstances. These stories are an important part of the overall educational experience for aspiring Professional Entrepreneurs®. Please take the time to give your personal experience.

In order to receive extra credit, the module participant will write a story with a minimum of 150-250 words (two paragraphs) about a real and personal anecdote or entrepreneurial story that relates specifically to the materials of this module.

**Name:** \_\_\_\_\_

**Date:** \_\_\_\_\_

**Story:**

## Appendix B. Professional Entrepreneurship Modules

- A. Fundamental Entrepreneurship** – Discussions of the fundamental and philosophical sides to becoming an entrepreneur.
- B. Basic Sales and Marketing** – Describes special sales and marketing programs for start-up and growing companies.
- C. Fundamental Accounting and Financial Controls** – Covers the three (3) Financial Programs necessary to manage and fundamentally financially control a growing company.
- D. Manufacturing Management and Controls** – Details the basic manufacturing controls, as well as, provides the fundamental framework for managing a strong manufacturing operation.
- E. E-Business Development** – A series of programs on managing growing companies and the tools used in managing potentially explosive growth.
- F. Entrepreneurial Leadership** – Describes the necessity for all forms of leadership in entrepreneurial company management. Details the importance of entrepreneurial vision.
- G. Entrepreneurial Coaching** – A series of programs on training successful entrepreneurs on how to put more into the role of being an entrepreneurial coach.
- H. Entrepreneurial Company Culture** – Programs describing the importance of a company’s culture and the employee empowerment programs in the 21st Century Business Management concepts.
- I. Just Entrepreneurial** – Innovative ideas and business concepts on the outer edge of Entrepreneurial programming.
- J. Entrepreneurial Global Thinking** – A look at entrepreneurs in an increasingly competitive global economy and environment.
- K. Entrepreneurship In the 21st Business Century** – An exploration of the role of entrepreneurial characteristics such as speed, flexibility, and creativity in the 21st Business Century.
- L. Bidding and Estimating** – The Fundamentals of the technical support role played by the communication process of exchanging goods and services for compensation and customer satisfaction.
- M. Quality as a Company Culture** – A series of programs detailing the fundamentals of quality for a growing company and the importance of quality as the fabric of a company’s culture.
- N. Entrepreneurial Partnering Disaster Recovery Program** – Stories and details of past Entrepreneurial business disasters, and suggestions for turning disasters into futures with solid foundations, and significant upside potential. It’s never over until you quit.
- O. Entrepreneurial Business Decision-Making** – Studies the entrepreneurial philosophies regarding how to make quick, decisive, sound entrepreneurial decisions.

## Appendix C. Related Entrepreneur Institute Materials

### Modules, Books, Manuals, and Materials

The purpose of the TyRex Entrepreneurial Institute (TEi) and Professional Entrepreneur business educational program is to provide prospective aspiring entrepreneurs with a comprehensive and detailed development outline that they will be required to know in order to progress as a successful Professional Entrepreneur® Business Manager.

The StreetSmartMBA® modules are not intended to be an “all-inclusive” entrepreneurial business education program. Its purpose is to provide a comprehensive initial understanding and framework for understanding the Professional Entrepreneurial 3P’s:

- Philosophies
- Principles
- Practices

It is also intended to provide students an understanding of the necessary basic business knowledge to manage and control a growing successful entrepreneurial business. Students engaged in the program are encouraged to receive training and support from multiple sources:

- The TyRex Entrepreneurial Institute (TEi) with,
- On-the-Job Entrepreneurial Training and
- Individual Support From Experienced Entrepreneurial Coaches
- Professional Entrepreneur Education Programming
- StreetSmartMBA® Modules

The Professional Entrepreneur business educational program is a complete and comprehensive professional entrepreneurial development program for competing in the 21st Business Century. It is a three to five year classroom educational program combined with on-the-job training. This classroom education program is most effective in conjunction with on-the-job training with coaching and mentoring by dedicated experienced, successful entrepreneurial coaches who are deeply committed (not just involved) to the aspiring entrepreneur’s success.

## Appendix D: What You Have Learned About TyRex Truths

Name: \_\_\_\_\_

Date: \_\_\_\_\_

The following are the TyRex Truths, or TEi Professional Entrepreneurial teaching points for *Entrepreneurial Business Planning*, E-6.

<b>TyRex Truth</b>	Indicate understanding level 1-5 (5 highest)
An Entrepreneurial TEAM member’s signature suggests that the TEAM can “Count on Them.” They are all-in both physically and mentally.	
One of the most important aspects of an Entrepreneurial Business is clarity of vision and purpose.	
Entrepreneurial Business Plans are tied to their author’s Dreams.	
Subtle Communications inside an Entrepreneurial Business Plan are designed to connect other Entrepreneurial TEAM members.	

TEi is always looking for ways to improve and provide better materials for its aspiring Professional Entrepreneurs. Please provide us with your feedback. Email this page to [info@tyrexlearningfoundation.com](mailto:info@tyrexlearningfoundation.com)

## TyRex, A Professional Entrepreneurial Technology Family of Companies

TyRex provides the high-tech market with quality products and services. The TyRex Technology Family of Companies is comprised of:

### TyRex Entities

- Megladon Manufacturing Group, Ltd.
- iRex Group, Ltd.
- Arctos Assembly Group, Ltd.
- SabeRex Group, Ltd.
- Austin Reliability Lab (ARL)
- SaberData, Ltd.
- Digital Light Innovations (DLi)
- TekRex

### TyRex Associates

- TyRex Learning Foundation
- RightStuff Marketplace, LLC
- RF Scientific, Ltd.
- tri/REX
- Crypto Prospectors

Each one of the TyRex companies has carved out a niche in the high-tech, electronics, or additive manufacturing markets in order to provide quality products and services that hopefully exceed their worldwide customer expectations.

### Company's Educational Development History

TyRex opened its doors on January 1, 1995 as a premier copper cable manufacturer. The company has migrated into many different areas that serve the high-tech and electronics markets. From original design and product manufacturing, logistics and supply chain management, contract manufacturing, to advanced levels of software security development, product testing, additive manufacturing, and digital state-of-the-art marketing. The TyRex Technology Family is involved in six types of light and five special technologies.

The TyRex Technology Family of Companies has developed into a multi-faceted company serving a growing list of clients worldwide. TyRex's professional entrepreneurial spirit is derived from its **TyRex Learning Foundation** featuring the **TyRex Entrepreneurial Institute (TEi) StreetSmart MBA®** education materials and **Professional Entrepreneur** business development programing that promotes the entrepreneurial exploration and education of individuals who aspire to be Professional Entrepreneurs.

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### TyRex Entrepreneur Institute (TEi)

What makes the TyRex Entrepreneur Institute distinctively unique is that each TyRex business entity serves as the real world laboratory for TEi. In the TEi classroom and in connection with the StreetSmart MBA entrepreneur business materials, we continue to source and test new theories of entrepreneurial business to share with our Professional Entrepreneur students and followers.