



Complete Business Capital, LLC  
202 Church Street SE #543  
Leesburg, VA 20175  
703-687-6896  
info@CompleteBusinessCapital.com

## Business Planning Tools

Proper planning is essential for business success. There are lots of available tools and expensive classes to show how to use them. However, here are some practical and simple suggestions to help your company.

### Remember the Big Picture

What is your business all about? What needs do your core services and products meet? New or great ideas are good, but if they pull away from your core mission, you may succeed in one area and fail in another. It is okay to pivot, just make sure you are intentional about it.



### Do a quick Strength, Weakness, Opportunity, and Threat (SWOT) Analysis

Knowing what you are good at and where you need help is critical for a realistic plan. Use the table below to record your thoughts.

<b>Strengths</b>	<b>Weakness</b>
<b>Opportunities</b>	<b>Threats</b>



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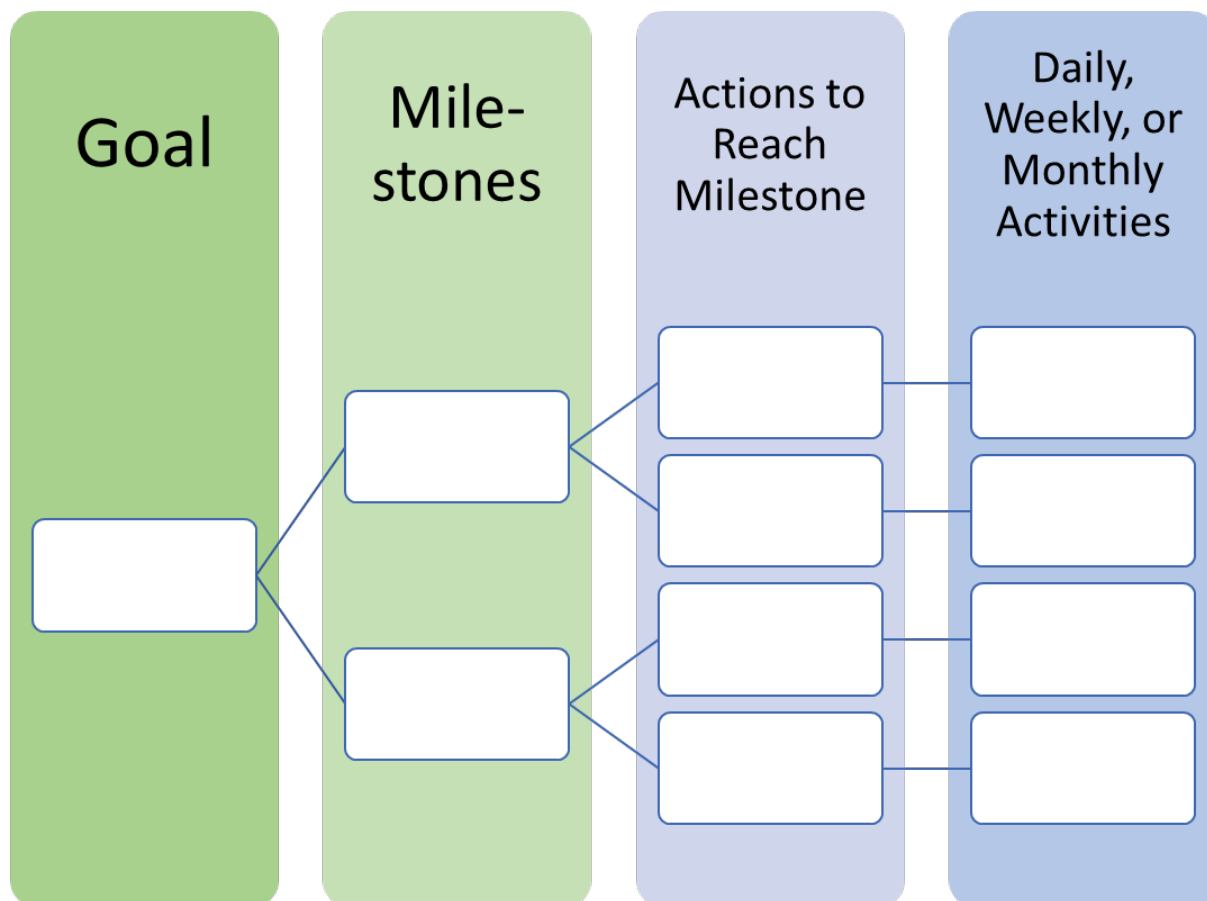
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### Think about Major Goals with the Big Picture and SWOT in mind

Break down goals into major milestones. Consider what needs to happen to reach those milestones. Then break those items down into actions you can keep track of in small time increments. Be sure to include getting help to overcome challenges identified in SWOT. At the end of each time an increment, review progress and make adjustments as needed. Use the chart below to help break down your goals into measurable activities.



Tip – Schedule review time to hold yourself accountable and stay on track.

Your friends at Complete Business Capital are here to support your company's success.  
Please let us know how we may assist you.