Options for Developing a Business Plan  
(Updated: June 16, 2017)

Instructions
As a team review three different sets of materials for creating business and marketing plans:

1) US Small Business Administrative (writing Business Plan)  
https://www.sba.gov/starting-business/write-your-business-plan

2) The downloaded Marketing Plan Template and Guide from the Australian Government  

3) BizKid$ Business Plan  

Please be prepared to answer the following questions. Cite parts of the resources that support your answers.

1) One of these resources is quite different from the others. Which one is different? Why / how is it different?

2) What types of organizations have created these business plan resources? Are these organizations credible and trustworthy – why or why not?

3) Do these resources provide consistent or inconsistent advice on creating a business plan? Defend your answer.

4) Which resource is best for high school or college students? Why? Would your answer change if you were going to work with middle school students?

5) Do all business plans have to be organized, look and “sound” the same? Do the businesspeople who are developing business and marketing plans have some flexibility on how they structure a plan and the level of detail they include? Defend your answer.