

How to Create Business Plans that Bring in Funding

Perth Amboy Mayor Wilda Diaz invites local companies to hands-on session about writing and updating business plans.

PERTH AMBOY, NEW JERSEY , UNITED STATES OF AMERICA, August 17, 2016 /EINPresswire.com/ -- Features Presentation by [Milton Paris](#), President of Getting Ahead in Business

Perth Amboy [Mayor Wilda Diaz](#) is hosting a “Business Meet & Greet Networking” program at The Barge Restaurant on Thursday, August 18, beginning at 5:30 PM. The Barge is located at 201 Front Street in Perth Amboy.

The evening includes opportunities to build relationships with local firms, and hear a presentation by Milton Paris, president of Getting Ahead in Business. Also, Mayor Diaz will discuss the City’s pro-business initiatives, and remind companies to use the services available from the Perth Amboy Business Improvement District (BID). The \$15 cost includes dinner, and pre-registration is requested by calling 732.442.6421 or 732.306.0040.

The “Business Meet and Greet Networking” event is sponsored by the historic City of Perth Amboy, the BID, Barge Restaurant and Getting Ahead in Business.

Mr. Paris, who possesses decades of sales training, consulting and corporate coaching expertise, will discuss the importance of preparing and regularly updating a company’s business plan. He recommends that all firms – from startups to companies that have hit a rough patch and are struggling to build sales – develop a business plan and keep it updated.

During the presentation, Mr. Paris will discuss how the following elements in a business plan can help a company:

- Identify key priorities
- Focus resources on securing and serving customers
- Establish the firm’s operating budget
- Set performance goals including sales forecasts
- Present the firm’s brand, capabilities and competitive advantage
- Provide a timeframe for launching and growing the organization.

Mr. Paris said, “The business plan shows what a company is doing to grow, who is making the changes, how much it will cost, and when key actions will be completed. The plan is a critical



Mr. Paris believes all firms, startups to global corporations, need to regularly update their business plans.

document for securing financing from “angel” investors, family members, or small business lenders.”

In addition to helping businesses, Mr. Paris produces and hosts the “Getting Ahead in Business” program on WCTC-AM radio. He also authored the book “Two Hundred and Fifty Statements and Thoughts to Live By in Sales” and writes the column “Getting Ahead” for the Gannett Company.

During the “Business Meet & Greet Networking” event, Mayor Diaz will elaborate on the City’s many pro-business activities. Also, the [Perth Amboy BID](#) will review its free programs to increase a company’s social media presence. Local businesses can find out more about the BID’s range of services including resources that are available to improve a property’s façade.

About the City of Perth Amboy, Middlesex County, New Jersey

Perth Amboy, an urban community with rich cultural history and a more than three hundred-year-old maritime and industrial legacy, is an interconnection point for major highways, roadways and waterways. Founded in 1683 and chartered in 1718, it served as the state capital until 1790 and is home of the Royal Governor William Franklin’s Mansion. Perth Amboy, presently known for its beautiful waterfront area, is located in the center of the State, midway between N.Y. and Philadelphia. Based on 2010 Census, Perth Amboy has 50,814 residents



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*Milton Paris, president of
Getting Ahead in Business*

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