

YRC Launches Comprehensive Business Plan Writing Services to Empower Startups & SMEs in Securing Funding, Driving Growth

A business plan is crucial for startups and SMEs to attract investors and build their confidence in investing.

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EINPresswire.com/ -- A business plan has several imperative functions and repercussions for startups and SMEs; an important one is to draw the consideration of investors and build their confidence in making investments. In this communiqué, YRC highlights the significance of availing comprehensive [business plan writing services](#) for startups and SMEs to secure their investment requirements and fuel their growth and expansion projects. The points are highlighted in the form of requirements for better comprehension.



Comprehensive Business Plan Writing Services
Empowering Startups and SMEs to Secure Funding and Drive Growth

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Nikhil Agarwal

Executive Summary - This summary appears at the fore of a business plan document. It presents the overall business plan in a nutshell. It is meant to provide investors with a brief summary of a business idea and its implementation plan. In business plan writing for new businesses and SMEs, the executive summary enjoys a special position. If the executive

summary does not ring any bell for investors, they may lose interest in the business idea then and there. This also explains why so many businesses go for [customized business plan writing services](#) instead of adopting standard solutions which may have become stale from the perspective of

investors.

Business Profile and Legal Identity - The business profile and legal identity are mentioned in the company or enterprise description section of a business plan document. It contains the registered business name and address, legal character, communication coordinates, introduction to founders and apex team, core products/services, vision, mission, etc. This section could be compared to a visiting card with an extra bit of detail. It helps establish who someone is and what their official credibility is.

Market Research - In a business plan document, it is important to show investors that the markets in question have been thoroughly studied and analysed with actionable insights at their disposal. Grounds on which market research is carried out include demographics, other players, market size, gaps and opportunities, customer segments, consumer behaviour, current and future trends, ease of doing business, use of technology, infrastructure, etc. If investors feel that the market study is not sufficient or insightful enough, they may ask to explore further and come back to them.

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Value Propositions - This section briefly explains the products and services that will be offered along with the underlying value propositions. For example, an electronics and electrical retail startup may show the entire range of product mix to be offered along with an extended warranty of one year on all products at no extra cost as a USP. From this information, investors are able to estimate how a brand/business/store is going to be perceived and valued by customers based on the offerings and value propositions offered.

Competition - A good understanding of the nature and extent of competition is crucial to stand out in any field. The underlying essence is quite simple - to be better. The element of competition has significant implications on [Business Model Canvas](#). For example, knowing competitors' value propositions helps in coming up with better ideas on the same parameter. Pricing serves as another good example here. If value 'x' is offered at price 'y', a new player can consider providing the same value at 'y-1'. With all other things remaining the same, offering the same value at a lesser price immediately gives this new player an upper hand over their competitors. However, investors may also be interested in knowing the response strategy if competitors counter back with the same or a better package.

Marketing Strategies - Marketing strategies describe the ways and means to charm and keep customers tuned to a brand. But it is not just about attracting customers. It is also important that they keep making purchases. This renders sales integral to marketing. Parallely, customer retention demands consistency in operations. It helps recreating the intended process outcomes, including the creation and delivery of value propositions, with precision and consistency. Timely improvisations in marketing strategies are essential for maintaining the relevance of value propositions. Experienced business plan writers are likely to second that

sound marketing strategies give investors a clear picture of how the value package is going to be marketed (and sold) and how CRM is maintained over time.

Management and Organisation - A vital section of a business plan document is the framework of management and organisation. In the management part, it is important to introduce the founders and the apex body at the top. Investors can be heavily influenced by the professional background of the core team that would be thinking for and running the proposed venture.

Organisational design and structure show the internal framework of an enterprise in terms of departments, departmental connections and coordination, positions, hierarchy, authority-responsibility relationships, accountability, leadership and supervision, teams, flow of communication, and adherence to the other important principles of management. Investors are interested in this section as it shows how the proposed venture is going to be managed internally as a group of people and positions following a certain set of rules and regulations to keep the outer show going.

Operations Planning - Every small and big plan eventually comes down to execution. Done right, even a complex project can exceed expectations. Done badly, even boiling water can end up with the burner never turned on. Investors eventually start making enquiries on the operations planning. Running a business is a far more complex show. Without precise workflow mapping (SOPs), missing out on any big or small business or process outcome is never shocking. Technology is too broad an answer to convince investors of how operational excellence is going to be achieved. It must be also shown how and why the chosen technological solutions can meet the business and operational requirements.

Financial and Commercial Planning - From the viewpoint of generating interest for funding, financial and commercial planning is a staple to business plans. Also, financial and commercial assessments and analysis are critical to maintaining the utilisation of financial resources in the intended directions. Having the financial and commercial planning in a well-established format helps investors evaluate the commercial viabilities and long-term resilience of a proposed entity at higher levels of persuasion. Some of the areas of interest to investors in this section are:

- CAPEX and OPEX requirements
- Demand projection
- Sales and revenue projections
- Cash flow and working capital management
- Pricing and margin analysis
- ROI and break-even analysis
- Calculation of financial ratios as applicable
- Preparation of estimated P/L statements (5 years at least)
- Preparation of estimated balance sheets (5 years at least)
- Assessment of internal and external funding

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