

# CO+HOOTS 'Why Business Planning'



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# EXCEL

The Excel Consulting Group<sup>®</sup>

*HELPING*

*YOUR*

*BUSINESS EXCEL!*

THE IMPORTANCE  
OF  
BUSINESS PLANNING



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THE IMPORTANCE  
OF  
BUSINESS PLANNING



**THIS IS MY "WHY"**

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# CO+HOOTS 'Why Business Planning'



SO YOU WANT  
FUNDING?



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SO YOU WANT  
FUNDING?

**UNDERSTAND  
CONSTRAINTS**



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"It's not enough to just show up. You have to have a business plan."





**“Customer *Satisfaction* Is  
*Worthless*,  
Customer *Loyalty* Is *Priceless*”**



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REPEATEDLY

REPEATING



REPEATING

REPEATABILITY

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# CO+HOOTS 'Why Business Planning'

***INTERNAL***



***CUSTOMER***



***LOYALTY!***

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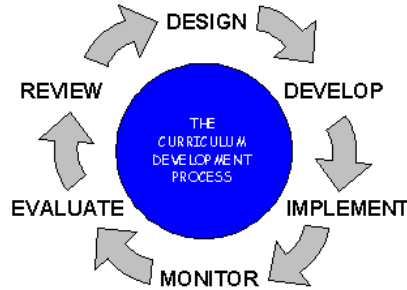


# CO+HOOTS 'Why Business Planning'

PROCESS

METRICS

TRACK



REPORT

ANALYZE

**RE-ENGINEER**

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**BINGO!**

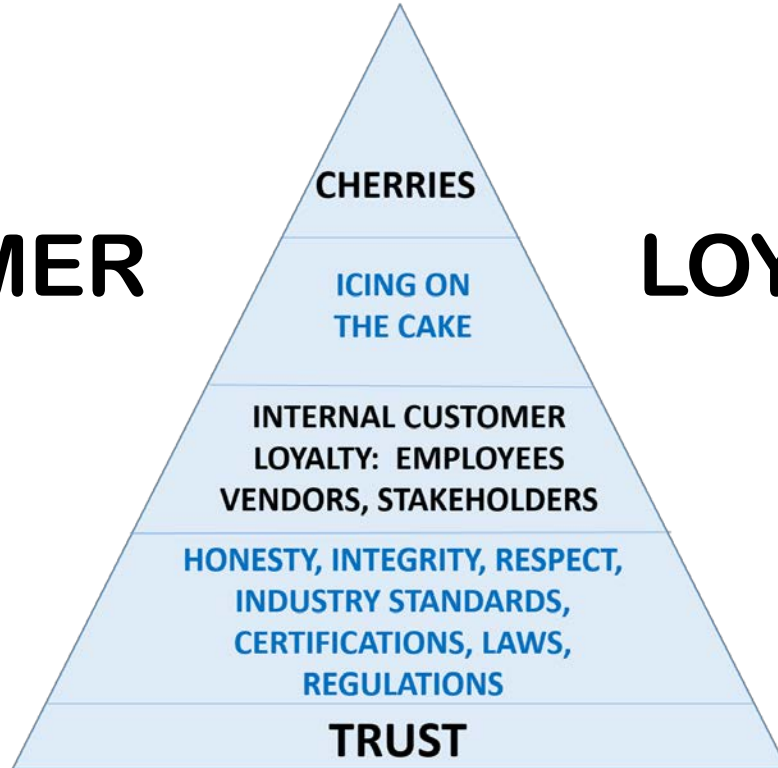


## MITCH'S HEIRARCHY OF



**CUSTOMER**

**LOYALTY NEEDS**





# CO+HOOTS 'Why Business Planning'

## AN *OPERATIONAL* BUSINESS PLAN DRIVES IT ALL



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# CO+HOOTS 'Why Business Planning'

AN **OPERATIONAL** BUSINESS PLAN  
DRIVES IT ALL **INCLUDING FUNDING**



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