

Legacy Integrated Business Planning



The purpose of the Legacy Business Planning Service is to provide you, the business owner, with a well-seasoned staff of business professionals that assist you in more clearly defining your business strategies. Legacy Associates offers valuable insights and recommendations in helping you develop your successful business strategies. In addition to helping you define your strategies; Legacy Associates works with you and your staff to produce a useful set of comprehensive planning documents while assisting you and your team with the required implementation.

The results of outsourcing your business planning requirements to Legacy Associates, makes it possible for you to continue to focus on what you do best... running your business. The benefit of the Legacy Business Planning Service is that you receive a comprehensive set of professional developed documents that clearly define what you intend to do and how you plan to accomplish it. These documents become your “roadmap” that allows you to think strategically, to act operationally, and to effectively communicate your vision.

The importance of having written goals, objectives and strategies cannot be overstated. These all-important planning documents provide a focus for your organization and its people... assists in building a goal-oriented and cohesive team... and defines how the resources of your organization are going to be allocated or applied.

The structure of the Legacy Integrated Business Planning Service is to coordinate all aspects of your business through an integrated process that creates workable plans which allows you to respond and adapt to the ever-changing marketplace. The Legacy Integrated Business Planning Service is a fee-based comprehensive planning service comprised of a number of interlinking plans from Strategic Planning, to Feasibility Studies, Marketing Plans, and Formal Business Plans. You can either engage Legacy Associates for your total business planning requirements or you may initially chose to engage us for only a specific plan requirement. In either case, Legacy Associates applies our expertise, insight, and a proven methodology to help you plan for the unexpected.

Strategic Planning

If you want your organization to exceed your customers' expectations and stay competitive you need a long-range Strategic Plan. Your Strategic Plan must be forward-looking, visionary and achievable, while at the same time striving toward continuous improvement of your organization's key business processes. Your Strategic Plan is the starting point for your organization's planning process. Legacy Associates works with you and your top management to set the strategic targets for your brands, your sales, your operations, and your finances.

The structure of the Legacy Strategic Planning process with your Legacy Advisor requires an internal (inside the company) and external (outside the company) analysis of factors that could potentially impact the success of your organization. The Legacy Strategic Planning process is heavily focused on your customer and your competition, as well as, potential markets and how your company needs to go to the market.

Your Legacy Advisor works with you and your management team through a process of brainstorming sessions and give-and-take discussions to assist in:

1. Analyze your organization's present situation: strengths, core competencies, weaknesses, markets, competitive position, product development, customer



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satisfaction, cycle time, culture, and teamwork.

2. Set your future direction: vision, mission, industry, market and competitor assumptions, products and services, customer focus, financial targets, and strategic objectives.
3. Build competitive strategy alternatives: investment choices, offensive, defensive, and functional strategies.
4. Select and validate strategy.
5. Develop elements for your own strategic plan

Once your overall company plan reflects strategy, the Legacy Integrated Business Planning process shifts to linking your strategic targets with tactical and operative planning at all levels of your company. Legacy Associates works with you to define and develop the tactics necessary for carrying out your Strategic Plan. In addition, Legacy Associates helps with the implementation of the “nuts and bolts” of the tactics needed to accomplish the goals, objectives, and strategies as defined by your Strategic Plan.

All of your additional studies and plans get specific business targets, in order to ensure the adherence of your strategic targets. The Legacy Integrated Business Planning process insures that all subsequent studies and plans align with the specific goals, objectives, and strategies that form the mission of your company. This coordinated effort is necessary components of your decision-making process as it relates to the most effective allocation or application of your resources.

Feasibility Studies

A Legacy Feasibility Study is used to support your decision-making process based on a cost benefit analysis of your actual business idea or project viability. A Legacy Feasibility Study is an effective way to safeguard against the waste of your resources of time, people, or money before an idea or project is deemed to be viable. A Legacy Feasibility Study is detailed investigation and analysis of factors influencing your project to determine if the project is viable. The study examines the economic, marketing, technical, managerial, and financial aspects of your proposed business idea. While Legacy Feasibility Study is independent, the study is based on information provided by you.

Whether you are applying for a SBA business loan... or seeking funds for expansion or plant modernization... or deciding what steps come next in growing your business, a detailed feasibility study will give you the ammunition you need to make your case.

Legacy Associates taps into its own staff of specialists as well as outside experts to form a team to give you an independent and thorough feasibility analysis in any or all of these areas:

- Economic (labor, utilities, transportation, economic impact, etc.)
- Marketing (availability, plans, competition, targets and potential, etc.)
- Technical (site, equipment, modernization, constraints, etc.)
- Financial (cash flow, costs)
- Managerial (assessments, recruiting, training, and development)

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The Legacy Associates works with you and your staff to gather information about your company, as well as, conducting primary and secondary research. The result of the Legacy Feasibility Study is an independent analysis of the feasibility of your proposed business idea or project. If your idea or project is seen to be feasible from the results of the study, the next step is to proceed with a Formal Business Plan.

Formal Business Plans

A current and well-designed formal business plan is the foundation of any successful business. A properly prepared formal business plan holds the key to funding for your business. A Formal Business Plan prepared by Legacy Associates is a summary of how you, the business owner, intend to organize your enterprise and implement activities necessary and sufficient for your venture to succeed. It is a written explanation of your company's business model explaining in detail your product/service offerings, competitive environment, revenue projections, cash flow projections, cash expenditures, and required funding.

A Formal Business Plan prepared by Legacy Associates is important in focusing your organization on what needs to be done, staffing requirements, budgetary constraints and expectations for revenues and profits. Your Formal Business Plan defines tactical operating/marketing plans along with budgets. Your Formal Business Plan is developed by Legacy Associates and is based on the direction provided by your Strategic Plan. It becomes a valuable dual-purpose tool which provides clarity to you and your management team in guiding the enterprise while being an effective communication vehicle to interested investors or lenders in convincing them to invest money into your venture.

A Legacy prepared Formal Business Plan enables you to better assess your overall business needs. Your Formal Business Plan helps you better determine the cash requirements needed to grow your enterprise while providing a detailed day-to-day "roadmap" for operating and managing the growth of the enterprise. Legacy's proven business planning methodology brings structure and an in-depth thought process to your innovative ideas that will ensure a successful reality to your venture.

The structure of the Legacy Formal Business Plan service is to work as part of your team to design and develop a new business plan or review and update your existing business plan. The Legacy integrated approach to business plan development produces the highest quality written description and financial projections of your business venture. Your Legacy prepared Formal Business Plan is not an off-the-shelf, pre-formatted standard business plan. The Legacy produced Formal Business Plan is professionally hand-crafted investor grade quality to reflect your specific business circumstances with the allure necessary to motivate lenders and investors to financially participate in your business.

Legacy Associates uses a structured five-step methodology to analysis, research, and develop your comprehensive Formal Business Plan documentation and interactive investor presentation.

Step 1: The Discovery

During the **Discovery Step**, your Legacy Advisor becomes totally acquainted with you, your business, your vision, and your dreams.

Step 2: The Research

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The **Research Step** is a critical and necessary step that validates your business options, investigates the competitive landscape, discloses threats to your business, and identifies opportunities for your enterprise.

Step 3: The Strategies

The **Strategies Step** is a significant segment of the planning process. It is a clear, comprehensive picture of your business model that outlines strategies in order to define contingency and implementation requirements.

Step 4: The Positioning

In the **Positioning Step**, your Legacy Advisor answers the question: “How do we best position your business and prepare you for your business model presentation to interested third parties?”

Step 5: The Documentation

With the **Documentation Step**, the Legacy Formal Business Plan process culminates in a comprehensive set of communication documents that include: an **Executive Summary**, a **Formal Business Plan**, a **Financial Model** (3-5 years of pro-forma financial statements), and a versatile interactive **Investor Presentation** which visually tells your story to the targeted audience.

Your Legacy prepared Formal Business Plan gives your business idea or business model a blueprint for success. Your Formal Business Plan is the most professional and effective means by which you can convey your business ideas to others, including employees, suppliers, lenders, investors, and/or potential partners.

Operational Plans, Budgeting, and Forecasting

Your company's strongest asset is your ability to put together an Annual Operating Budget and Cash Flow estimate of what it is going to take to reach your targeted goals. To make better decisions you need to know the facts about what your breakeven point is, what your direct labor costs are in relation to your cost of goods, and what your monthly cash requirements are? Legacy Associates teams up with you and your staff to produce more accurate plans, budgets, and forecasts which makes it possible for you to get the facts on timely bases which results in your ability to better manage your business expectations.

Properly produced and reliable operational plans, budgets and forecasts are an integral and constant part of growing your business. Legacy Associates walks you and your staff through the planning, budgeting, and forecasting process in such way that additional skills are learned and greater efficiencies are realized. Your planning, budgeting, and forecasting process becomes less time consuming and cumbersome.

Through Legacy's guidance your finance employees can shift their scope from data collection to meaningful data analysis. The Legacy planning, budgeting, and forecasting process ties your budgets to your company strategy to make sure that the projected resource requirements are available to support the anticipated future of your company. In addition to a complete set of Monthly Financial Statements, Monthly Variance Reports are generated to explain any difference between actual results and budgeted expectations.

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In order to be profitable, your company cannot afford to have any shortfall between its anticipated revenues and expenses and its plans for the future. Legacy Associates not only assists you with the of your Annual Operating Budget development but helps you to effectively communicate so that all of your employees know and understand the activities that will ultimately lead to better operating results.

Exit Strategy/Succession Planning

At some point you will want to retire, at least from the full-time management of your business. The key to a smooth transition is knowing how and when to begin the exit-planning strategy.

The Legacy Exit Strategy Planning is a structured process of careful planning that enables you, the business owner, to maximize the value of your business at the time of your exit. The planning process encompasses a wide range of activities that include:

- Deciding how, when and to whom to sell the business.
- Identifying a successor if you intend to transfer rather than sell.
- Determining what you will do with your life when you no longer own/run the company.
- Taking steps to maximize and protect your assets (estate planning).

Your succession plan is an outline of the way that you expect your business to continue when you are no longer at the controls of the business. "If you die, become disabled, or otherwise leave the business, who will run the company and what will happen to it?"

Legacy Associates assists you, the business owner, with your succession planning by:

- **Identify the successors.** You need to decide if family member(s), partners and/or shareholders, key employees, or professional managers should run the business after you're gone.
- **Plan for every contingency.** The next step involves planning for any and all events -- such as retirement, death or disability -- that can trigger your succession plan.
- **Formalize the plan.** Legacy Associates works in conjunction with your Financial Planner and Attorney to formalize your succession plan by putting everything in writing and creating the necessary legal documents, such as buy-sell agreements, partner agreements, and living wills. These documents also specify where the money will come from to facilitate the transition of the business.

Finely-tuned integrated business planning is useless, of course, if you and your employees can't execute. For that reason, Legacy Associates doesn't stop at helping you to effectively develop your Strategic Plan, Feasibility Studies, Formal Business Plan, Operational Budgets/Forecasts, and Exit Strategy/Succession Planning. Legacy Associates continues to provide you with exactly the right resources you need to implement and execute your goals. Under The Enterprise Support Program, Legacy Associates will work directly with you and your team on an on-going basis with the required implementation and execution of your planned strategic objectives.

To learn more about how Legacy Associates can best assist your business needs, visit us at <http://www.legacyai.com> or call 941-556-1299.