

Brushing up your business plan

A business might do okay without a formal business plan, but it is a key document when applying for a loan. Financial institutions look to the business plan for important operational and financial detail.

Specialists like QuickStart Inc. in Menasha can help a business get its business plan in order.

"The main product that we output is the business plan, especially for start-up businesses," explains Kent Nelson, Quickstart president. His job is to help small businesses get financing and loans. Business plans are his bread and butter.

"Our first step for a client is to put together a business plan for their business, including financial projections and a cash flow analysis," says Nelson. "We then package that up and help our client to submit the package to the local banks or credit unions."*

QuickStart can also help clients secure financing from sources such as the Wisconsin Department of Commerce, the federal Small Business Administration, or through revolving loan funds that local municipalities have locally.

"It also depends upon the individual and the type of business they're seeking funding for," Nelson says. "There may be monies available for a manufacturer, but not necessarily for a tavern owner."