

YWCA METROPOLITAN CHICAGO

THE BUSINESS PLAN



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eliminating racism
empowering women

ywca

metropolitan chicago

YWCA METROPOLITAN CHICAGO

A **leading** association of the YWCA USA, which is a national organization with more than **230** local associations across the United States

A **trusted** community resource, founded in 1876, making the YWCA the oldest and largest women-focused human service organization in the metro area

Serving over **150,000** women and families in neighborhoods all across Chicago and the suburbs

Committed to eliminating racism and empowering women through **transformative** services

VISION

We will transform the organization from a 145 year old *social service agency* to a 21st century *social enterprise*.

We seek to be an innovative leader and global role model for helping women transition from surviving to thriving by addressing three empowerment priorities:

1. Freedom from Violence
2. Access to Quality Education and Training
3. Economic Sustainability

“The world is changing very fast. Big will not beat small anymore. It will be the fast beating the slow.”

-Rupert Murdoch

TRANSFORMING

21ST

CENTURY

SOCIAL ENTERPRISE

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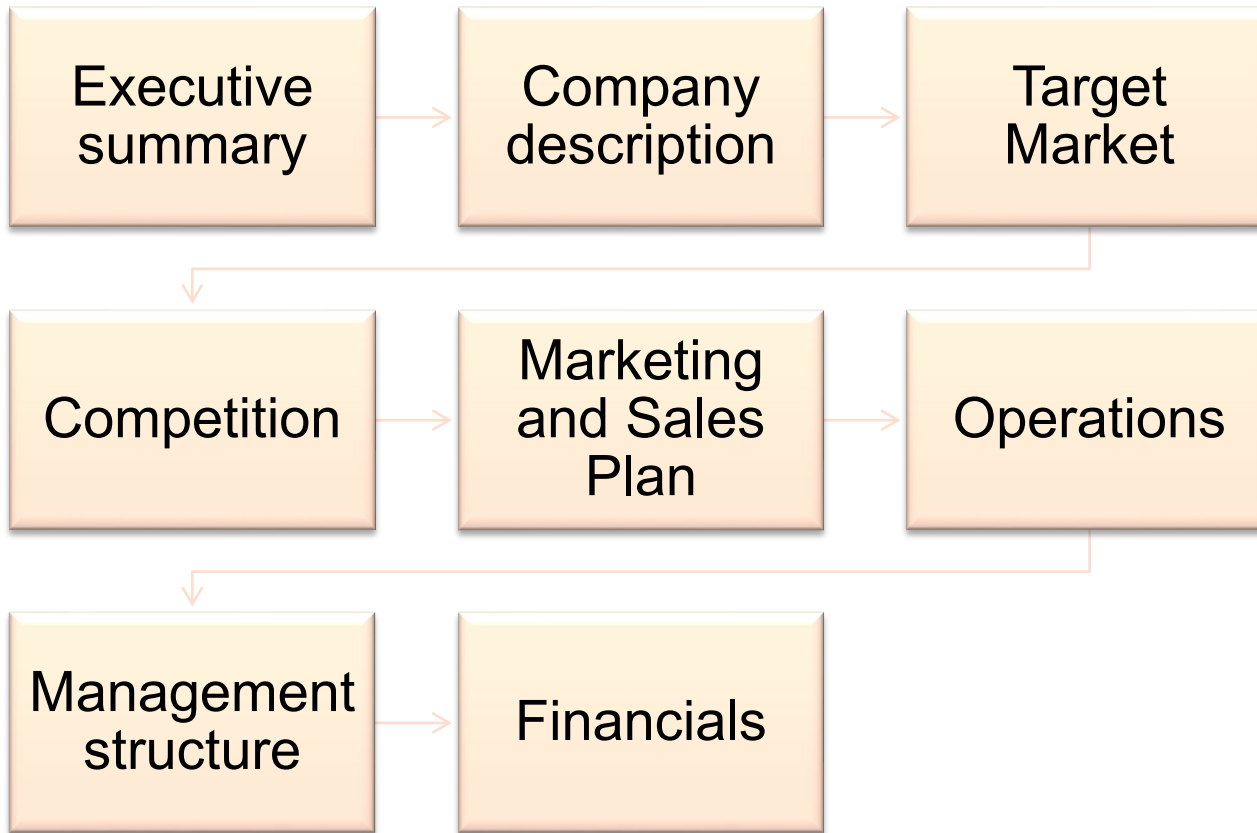
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Helping women transition
from surviving the thriving

ELEMENTS OF A BUSINESS PLAN



EXECUTIVE SUMMARY

Single most important part of your business plan!

Provides a brief snapshot of your business.

Highlight most important facts and concepts

Be concise as possible.

An executive summary is a short document or section of a document produced for business purposes. It summarizes a longer report or proposal or a group of related reports in such a way that readers can rapidly become acquainted with a large body of material without having to read it all.

COMPANY DESCRIPTION



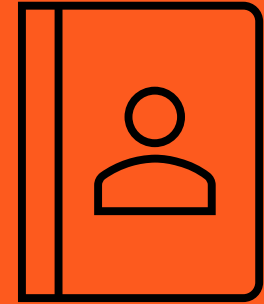
The company description provides the basic details about your business.



Provide background information about your company's structure, ownership and developments to date.



Discuss relevant information about your industry. Demonstrating a deep understanding of your industry is important to potential investors, partners or clients.



TARGET MARKET



Identifying the types of customers you expect to serve is paramount to your success.



Paint a clear and detailed picture of your customers – who they are, where they are located, how they think, why they buy and what they want!



Demonstrate that you know how to respond to the needs of your customers.



THE COMPETITION



No matter the industry or business type – other companies want your customers.



Understanding and researching your competition is essential for continued success and growth.



Learn from your competition.
Learn the lessons from what they do right and what they do wrong.



Distinguish your company from others.

MARKETING AND SALES PLAN



Having a good product or service does not mean much if you cannot convince customers to buy it.



Marketing and sales plans are critical as they outline your strategy for securing customers and sales.

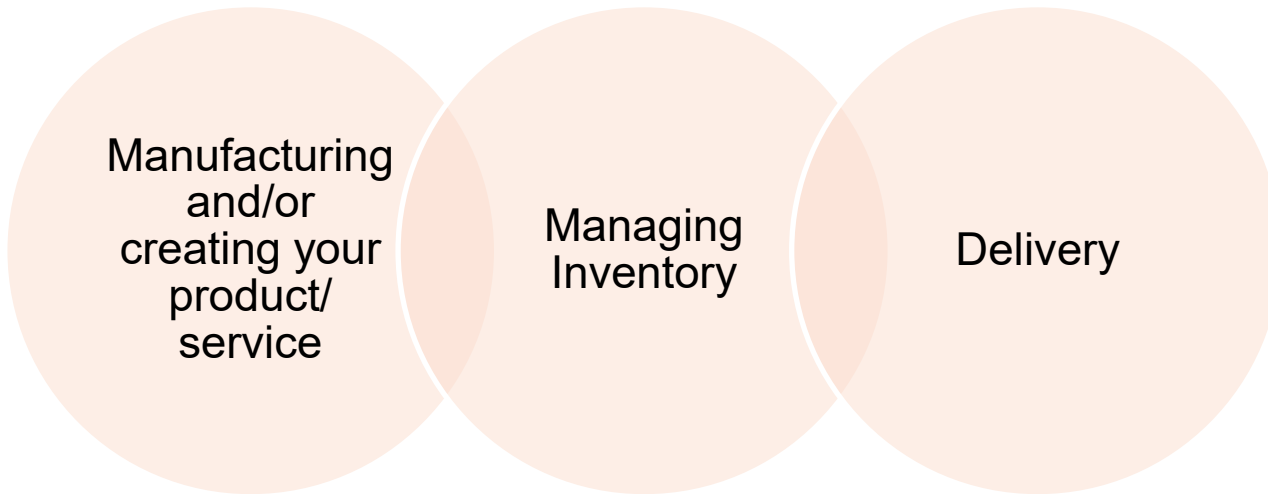


Potential investors want to see that your marketing and sales methods appear to be sound and effective.



OPERATIONS

This section describes how you execute the basic functions of your company:



How are you actually going to run your business?

Emphasize operational aspects that give your company a competitive advantage.

MANAGEMENT STRUCTURE



Potential investors or partners want to know that the company is being managed by competent leaders.



Demonstrate that key members are qualified. You can include key advisors, attorneys and accountants.

Who is running this operation?

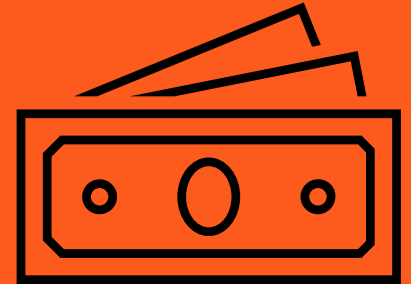
Highlight accomplished members of your staff. This increases reader confidence in your business plan.

FINANCIALS

Financials give a clear picture of how you earn and spend your money.

Demonstrate how your business will be a financial success.

Include income statements, balance sheets, cash flow statements and sources and uses of funds.



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THANK YOU!

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