

Benefits of Business Planning

- Aligns mission with proposed activities
- Determines the market for proposed services
- Assesses your organization's readiness
- Develops an actionable plan to move from idea to revenue generation
- Develops systems to help your organization set, achieve, and measure progress towards goals and activities
- Serves as an internal management tool

BUSINESS AND SOCIAL ENTERPRISE PLANNING

NPO Solutions partners with organizations working to launch or grow mission-driven earned income programs and services. We will help you achieve your goals, whether you are in the planning, fine-tuning, or scaling stage. NPO Solutions can add capacity to your team by conducting a thorough market analysis, completing a feasibility assessment, developing growth, scaling implementation strategies, projecting financial impact and creating measurement tools to gauge the success of your social enterprise.

BUSINESS PLANNING PROCESS



NPO Solutions works with the board of directors, executive director, and/or management team to assess the feasibility of starting a new line of business and plan for success.

Step 1: Business Model – NPO Solutions consultants will review your proposed business model to ensure a strong connection between the new line of business and your mission. Next, we will develop a solid value-proposition for the new social enterprise.

Step 2: Market Analysis – NPO Solutions will conduct extensive market research—including assessing pricing, types of products, other suppliers, potential demand, and current and future trends—to determine the competitive advantage of your organization in entering or scaling up your business in the current competitive landscape.

Step 3: Feasibility Study – NPO Solutions consultants will conduct additional research—stakeholder interviews, focus groups, and/or cost-benefit analysis—to gather evidence to support financial projection assumptions, modify your financial model, identify potential sources for capital, and recommend risk management and contingency plans.

Step 4: Implementation Plan – The implementation plan for business growth or scaling will include strategic activities over a one-to-three year period, including a marketing plan outlining prioritized market segments with corresponding communications and supporting materials, as well as a staffing and resources plan to ensure the right people and operational mechanisms are in place to run your business smoothly.

Step 5: Measurement (Optional) – To measure the success of your business, we will set quarterly and annual goals for key performance areas. Results can be easily shared with your board and investors.



For more information, please contact Betsy Uhrman at 818-766-8448, buhrman@nposolutions.org, or visit us at www.nposolutions.org.
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