

Here's what you learned

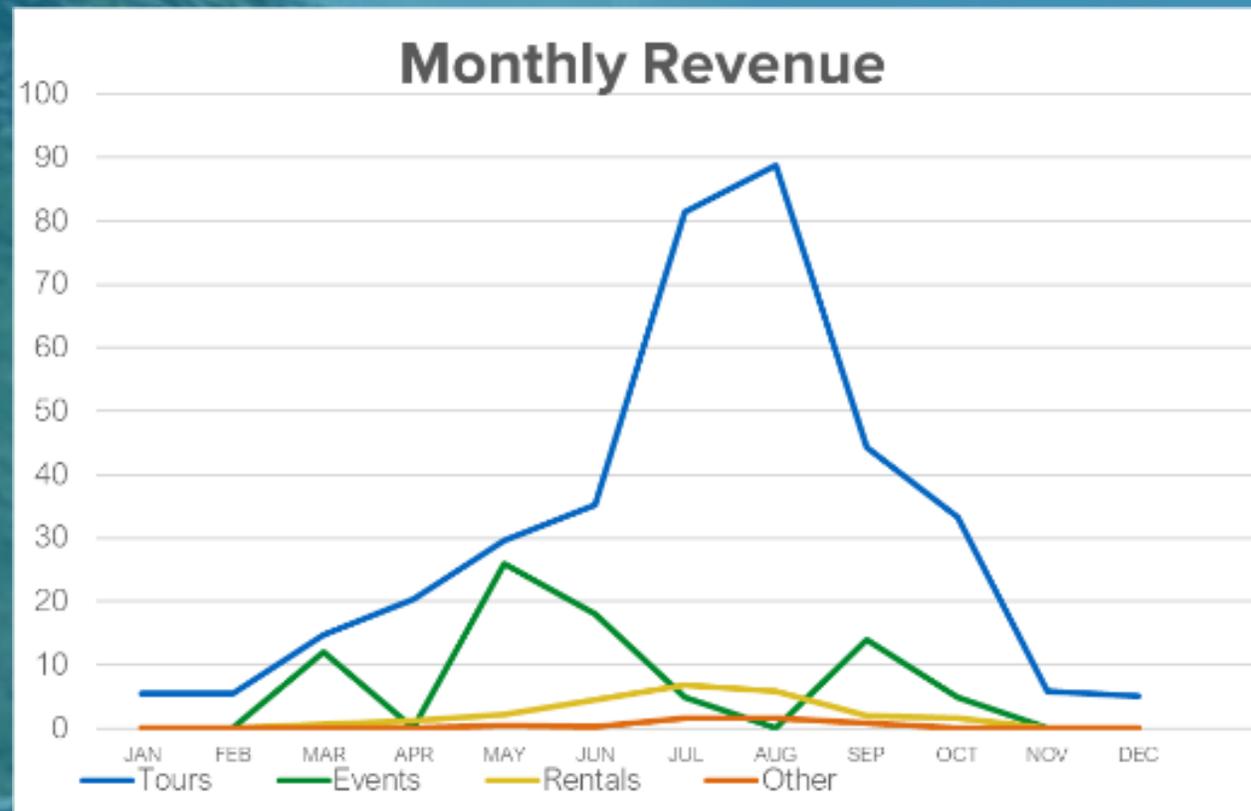
Vision will give direction to your business.

Understanding the needs and desires of target customers

Define what your company will do to meet those needs - resources, activities, partnerships

...and how you will do it uniquely well

Assess your future Growth, Development Potential



Using your outline business plan

For investors, loans, partners

Treat as 'living document' : update regularly, as circumstances change

Use it for setting tasks, (timely and specific)

Involve your colleagues, review the decision you have made.

Publish your Mission statement on your principle marketing channels

Communicate your company's vision to your colleagues