

# Business English

język angielski biznesowy

kieszonkowy  
**poradnik**  
biznesowo-  
językowy



THE BUSINESS PLAN

# Business English

## kieszonkowy poradnik biznesowo-językowy

### Language Guide The Business Plan

Dear Readers,

Welcome to BEM's newest handy business language guide. This time, we take the first steps into starting your own business.

Whether you are looking to<sup>1</sup> start your first company or have been operating for years, committing yourself to<sup>2</sup> the task by creating a business plan will help you become a success. The business planning area is a complicated one. Therefore, our goal in this booklet is to give you a general idea on various factors you need to consider when sitting down to sketch out your plan. So, roll up your sleeves<sup>3</sup> and get to work!

We're keeping our fingers crossed for your success!

<sup>1</sup> to look to do sth /tə lʊk tə də 'sʌmθɪŋ/ | planować coś zrobić

<sup>2</sup> to commit oneself to something /tə kə'mɪt wʌn'self tə 'sʌmθɪŋ/ | zaangażować się w coś

<sup>3</sup> to roll up one's sleeves /tə rɔʊl ʌp wʌnz sli:vz/ | zakasać rękawy (o kimś)

**Kieszonkowy poradnik biznesowo-językowy**

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# Why Write One?

A business plan provides a roadmap for your enterprise<sup>4</sup>, defines your objectives, shows the direction your business is going to take, maps out strategies and ways to handle possible obstacles<sup>5</sup>. It may serve a few distinct purposes, depending on your current outlook<sup>6</sup> and future plans.

In the planning process, you learn about the different forces and factors that may affect your success. By creating a plan you will:

- learn about the industry<sup>7</sup>, market and competition<sup>8</sup>,
- specify your current position and heading<sup>9</sup>,
- identify barriers and work out strategies to overcome or avoid them,
- understand your finances and determine a break-even point<sup>10</sup>,
- set specific quantifiable<sup>11</sup> goals and timeframes for achieving them,
- make informed<sup>12</sup> decisions focusing your activities and resources<sup>13</sup>.

It may help you decide whether you want to go into business<sup>14</sup> in the first place. No matter how starry-eyed<sup>15</sup> you are, writing a business plan will force you to face the facts. Some vital questions you will need to answer are:

- How much money will you need? How are you going to get it – is it your own cash, bank loans, equal partners, equity<sup>16</sup>, angel investors<sup>17</sup>? How will you cover interest rates<sup>18</sup>?
- Are you willing to sacrifice your lifestyle to work long hours for no pay?
- What kind of support will you need? Are you ready to delegate to others? How many people will you eventually employ?

<sup>4</sup> **enterprise** /'entəpraɪz/ | przedsięwzięcie

<sup>5</sup> **obstacle** /'ɒbstəkl/ | przeszkoda

<sup>6</sup> **outlook** /'aʊtlʊk/ | perspektywa

<sup>7</sup> **industry** /'ɪndəstri/ | przemysł, branża

<sup>8</sup> **competition** /,kɒmpə'tɪʃn/ | konkurencja

<sup>9</sup> **heading** /'hedɪŋ/ | kurs, kierunek (podróży, rozwoju)

<sup>10</sup> **break-even point** /breɪk 'i:vən pɔɪnt/ | próg rentowności

<sup>11</sup> **quantifiable** /'kwɒntɪfaɪbl/ | mierzalny

<sup>12</sup> **informed** /ɪn'fɔ:md/ | przemyślany, świadomy

<sup>13</sup> **resource** /rɪ'zɔ:s/ | zasób

<sup>14</sup> **to go into business** /tə ɡəʊ 'ɪntə 'bɪznəs/ | zacząć działać, wchodzić w interes

<sup>15</sup> **starry-eyed** /'stɑ:ri aɪd/ | marzycielski

<sup>16</sup> **equity** /'ekwɪti/ | udział

<sup>17</sup> **angel investor** /'æɪndʒəl ɪn'vestər/ | prywatny inwestor darczyńca

<sup>18</sup> **interest rate** /ɪn'trest reɪt/ | stopa odsetek

- When will the business turn a profit<sup>19</sup>? What will your annual revenue<sup>20</sup> be?
- What is going to happen if this does not work out?
- If it does succeed, what are you going to do next?

If you seek funding, a sound<sup>21</sup>, well-structured business plan will be essential in convincing lenders<sup>22</sup> or investors that your venture<sup>23</sup> is going to thrive and bring profit. Focus on how your company is going to make revenue and stress your ability to create sufficient cash flow<sup>24</sup>.

If you are in business already, making a plan will help provide a general outlook of your company to identify the areas that are working well and the ones you can improve. It helps give you a sense of control over your business and a vision of the future.

## How to Put It Forward<sup>25</sup>?

Keep it short and simple. The business plan is not the place to flounce<sup>26</sup> your literary proWess<sup>27</sup>. Think of it as a manual that will make your employees, investors and yourself understand your goals and ways to achieve them better.

Use simple, straightforward sentences and wording. Whenever possible, use bullet points, tables and charts to make information easily accessible. Graphics are welcome. Instead of complicated descriptions, include product sketches, location shots<sup>28</sup>, mock-ups, blueprints<sup>29</sup> or logos.

You do not have to start with a blank sheet of paper. There are business plan templates<sup>30</sup> in abundance<sup>31</sup> readily available.

## The Elements of a Business Plan

### Executive<sup>32</sup> Summary

Within this point you should state what exactly you propose to develop and how, show the merits<sup>33</sup> and capabilities of the venture as well as point out what is needed for it to succeed. Include key elements such as:

- the business concept, the product and the market it will service,
- financial points, including sales, profits, cash flows and return on investment<sup>34</sup>,