

Process

Weekly Report 26

3/26 - 3/31

During this past week, my focus was primarily on finalizing the process that would need to be followed by me to complete my final product.

The process that would need to be followed by me to complete my final product entails me analyzing successful small businesses and finding what aspects of their business allow them to be sustainable and profitable. Also, my research will be based on financial advisers that are skilled in the strategic planning field by using their advice and possible examples to create my own strategic financial plan. Next, in order to improve the accuracy and impact of this product, I will interview small business owners and assess financial aspects that create issues for them and future goals for their business. Then I will choose one of those businesses to create a strategic financial plan for using my research.

First, I will research common traits of successful small businesses, and make a very rough strategic plan. Next, my process is to talk to the small business owner and learn what they would like help with or wish they knew before launching their business. Then, I will continue researching and discussing details with my mentor while monitoring the economical forecast and likeliness of the success of the small business at that time. Finally, I will discuss my newly created strategic plan with the small business owners and see if there are any final adjustments that need to be made.