



Created by RHONDA ABRAMS

Excerpted from **Business Plan In A Day**

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## DEFINE YOUR LONG-TERM GOALS

Since a business plan is a road map for your company, you—and those who review your plan—need a clear sense of your ultimate destination.

What do you expect your company to look like in one year? Five years? Ten years? In this section, describe your long-term vision and plans. Be as specific as you can, focusing on issues such as:

- Sales levels
- Profit levels/margins
- Number of employees
- Number of locations
- Number of product(s)/product lines
- Market share

For example, a small accounting office might have the goal of securing twenty new corporate clients in the next year, adding two additional accountants and a bookkeeping service over the next three years, and opening a second location within the next five years.



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## DEFINE YOUR LONG-TERM GOALS

**Describe what your company will look like in the future. Be specific about sales levels, products, profit levels, and numbers of employees and locations.**

**What are the specific goals you have for your company in the next year?**

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**What will your company achieve in the next three to five years?**

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**What will your business look like in ten years?**

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