

# Creating a Strategic Business Plan



Air Purchases, Inc.

*Progressively meeting the business  
needs of today's HVAC contractors*

**Aug 26 & 27, 8-5 p.m.**  
**Air Purchases, Burlington, MA**  
**Registration fee: \$495.00**

Business is a journey. A business plan is a road map for your company's future that will ensure your team members are working toward the same corporate goals and a common vision. Creating a Strategic Business Plan provides the tools you need to develop mission, vision, value statements, and a strategic five-year business plan.

## Class Mission

Ensure Dealer has a five-year growth plan  
Ensure Dealer has a five-year profit plan  
Develop Value, Vision, & Mission statements  
Develop an asset leveraging strategy  
Establish a marketing plan that includes geographic regions and market segments

Establish key business goals  
Ensure Dealer has sufficient profitability to grow  
Identify Dealer needs and set schedule  
Build a long-range progression plan that includes an exit strategy  
Develop an implementation strategy

## Class Outline

1. Class Mission
2. Business Plan Process
3. Executive Summary & Mission, Vision, & Value Statements
4. Sales Forecast & Marketing Plan
5. Personnel & Operations
6. Key Business Goals
7. Financial Statements
8. Asset Leveraging & Infrastructure Maximization
9. Long Range Planning
10. Implementation

Complete form and fax to Sharon Mangano at (781) 229-0207 or mail to Sharon at Air Purchases, Inc., 24 Blanchard Road, Burlington, MA 01803. Reg fee is \$495 per person. Check, VISA or Mastercard only.

**PLEASE NOTE: Payment must be made in advance of class date.**

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

Credit Card #: \_\_\_\_\_ Exp date: \_\_\_\_\_ CCV: \_\_\_\_\_

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