



## Learning Outcomes and Note Taker

### Webinar – Business Plan Strategies for Hearing Healthcare Professionals

- What is a business plan?
- What are the three reasons a business plan is vital for success?
- How much time do you need to write a plan?
- Who should you turn to for advice on your business plan and why?
- Section I of the business plan is focused on this main area: \_\_\_\_\_
- The five elements of Section I include:
- How many competitors do you need to list in your business plan?
- What is the age demographic target market for hearing instrument business?

- Section II of the business plan is focused on this main area: \_\_\_\_\_

- The 12 elements of Section II include:

- Section III of the business plan is focused on this main area: \_\_\_\_\_

- The basic elements of Section III include:

- The one element of Section III that is optional is the \_\_\_\_\_

- How many references should you include in your business plan?

- What personal information should you include in your business plan?

- Verify your completed plan is ready for investors by doing the following:

- Who is/are best suited to verify your business plan?