

December 10, 2002

Issue: 257-2002

In This Issue:

1. Feature Paper - The Importance of Marketing Planning to Prevent Small Business Failure
2. Tip of the Week - Abbreviated Business Plan Outline
3. Call for Papers - Third International Conference on Diversity in Organisations,Communities and Nations
4. Call for Papers - Applied Business Research Conference
5. Call for Papers - International Humanities Conference
6. Conference - International Conference on Computer,Communication and Control Technologies
7. Conference - USASBE 2003 Annual Conference

Feature Paper

"The Importance of Marketing Planning to Prevent Small Business Failure"

This paper was presented by Don B. Bradley III, University of Central Arkansas during the SBIDA 2002 Conference February 7-9, 2002 San Diego, California.

Two surveys were conducted of individual businesses that had filed for bankruptcy during the calendar years of 1995 and 1996 for the first survey and the first half of 2001 for the second survey. The first survey had three hundred sixty-five individual businesses that returned questionnaires leading to a discovery that poor planning or lack of planning was a major factor in the demise of thesesmall businesses. The second survey had one hundred and thirty one individual businesses whose responses led to the same conclusion; however, this time there was an increased usage of technology and the Internet for marketing planning purposes. The findings indicated that even though a great amount of technology had been added in the five-year span, technology in itself did not decrease the likelihood of business failure or bankruptcy.

It was also found in the first survey that poor planning led to poor marketing implementation and the lack of technology in these small businesses. Most of these businesses had done little preparation in target marketing, information gathering, and the use of the computer or Internet. Also a major problem was the lack of keeping their business records up-to-date, or in some cases never keeping records at all. The second survey showed major improvement in the use of technology for planning; however this development did not improve their planning.

To read this entire paper on The Importance of Marketing Planning to Prevent Small Business Failure, visit our Web site at <http://www.sbaer.uca.edu/Research/2002/SBIDA/Papers/02sbida017.pdf>

Tip Of the Week

"Abbreviated Business Plan Outline"

Title Page: Provide names, addresses, and fax and phone numbers of the venture and its owners and management personnel; date prepared; copy number; and contact person.

Table of Contents: Provides page number for the key section of the business plan.

Executive Summary: Provides a one- to three-page overview of the total business plan. Written after the other sections are completed, it highlights their significant points and, ideally, creates enough excitement to motivate the reader to continue reading.

Vision and Mission Statement: Concisely describes the intended strategy and business philosophy for making the vision happen.

Company Overview: Explain the type of company, such as manufacturing, retail, or service; provides background information on the company if it already exists; describes the proposed form of organization--sole proprietorship, partnership, or corporation. This section should be organized as follows: company name and location, company objectives, nature and primary product or service of the business, current status (startup, buyout, or expansion) and history (if applicable), and legal form of organization.

Products and/or Services Plan: Describes the product and/or service and points out any unique feature; explains why people will buy the product or service. This section should offer the following descriptions: analysis of target market and profile of target customer; methods of identifying and attracting customers; selling approach, type of sales force, and distribution channels; types of sales promotions and advertising; and credit and pricing policies.

Management Plan: Identifies the type of manufacturing or operating system to be used; describes the facilities, labor, raw materials, and product processing requirements. This section should offer the following descriptions: operating or manufacturing methods, operating facilities (location, space, and equipment), quality-control methods, procedures to control inventory and operations, sources of supply, and purchasing procedures.

Financial Plan: Specifies financial needs and contemplated sources of financing; presents projections of revenues, costs, and profits. This section should offer the following descriptions: historical financial statements for the last three to five years or as available; pro forma financial statements for three to five years, including income statements, balance sheets, cash flow statements, and cash budgets (monthly for first year and quarterly for second year); break-even analysis of profits and cash flows; and planned sources of financing.

Appendix of Supporting Documents: Provides materials supplementary to the plan. This section should offer the following descriptions: management team biographies, any other important data that support the information in the business plan, and the firm's ethics code.

"Small Business Management" Longenecker, Justin G., Moore, Carlos W., Petty, William J., Thomson, 2003, page 201.

Call For Papers

"Third International Conference on Diversity in Organisations,Communities and Nations"

The conference is to be held at the East-West Center, University of Hawai'i, 13-16 February 2003.

Submission deadline for papers: December 15, 2002

For more details on the this conference, visit <http://www.Diversity-Conference.com>

Call For Papers

"Applied Business Research Conference"

The next ABR Conference will be held at the Fairmont Acapulco Princess Resort in Acapulco, Mexico during the week of March 17-21, 2003.

Submission deadline for papers: February 28, 2003

For more details on the this conference, visit <http://www.wapress.com/abrcall.htm>

Call For Papers

"International Humanities Conference"

The conference this year is to be held on the campus of the University of the Aegean in Rhodes, just outside the walls of the World Heritage listed Old City.University of the Aegean, Island of Rhodes, Greece, 2-5 July 2003.

Submission deadline for papers: December 15, 2002

For more details on the this conference, visit <http://www.HumanitiesConference.com>

Conference

"International Conference on Computer,Communication and Control Technologies"

CCCT '03, which will be held from July 31 to August 2, 2003, at the Sheraton World Resort in the city

of
Orlando, Florida, USA, jointly with the 9th International Conference on Information Systems, Analysis and Synthesis: ISAS '03.

For further information on this conference, visit <http://www.iiisci.org/ccct2003/>

Conference

"USASBE 2003 Annual Conference"

The United States Association for Small Business and Entrepreneurship (USASBE) proudly presents Navigating to the Future: An Entrepreneurial Journey USASBE 2003 Annual Conference Hilton Head Island, South Carolina January 23- 26 2003.

For further information on this conference, visit
<http://www.usasbe.org/conferences/2003/USASBE2003HHIindex.htm>

If you have any comments about the SBANC newsletter or if you know of any upcoming small business event to promote, please contact Lester W. Clements II at lwc00001@cub.uca.edu

The SBANC Newsletter is provided as a service to the members of our affiliates: **Academy of Collegiate Marketing Educators (ACME), Association for Small Business & Entrepreneurship (ASBE), Decision Sciences Institute (DSI), Federation of Business Disciplines (FBD), International Council for Small Business Congress (ICSB), Institute for Supply Management, The International Small Business Congress (ISBC), Marketing Management Association (MMA), Small Business Administration (SBA), Service Corps of Retired Executives, Small Business Institute (SBI), Society for Marketing Advances (SMA), United States Association for Small Business & Entrepreneurship (USASBE), U.S. Department of Veterans Affairs and Western Decision Sciences Institute (WDSI).** If you are interested in membership or would like further information on one of our affiliates, please see our web site at <http://www.sbaer.uca.edu>

SBANC Staff

Main Office Phone: (501) 450-5300

Dr. Don B. Bradley III, Executive Director & Professor of Marketing
-- Direct Phone: (501) 450-5345 -- E-mail: Donb@mail.uca.edu

Christian Bol -- Graduate Assistant -- E-mail: cbol21@hotmail.com

Lester Clements -- Intern -- E-mail: lwc0001@cub.uca.edu

To subscribe or unsubscribe to the SBANC Newsletter, please go to
<http://www.sbaer.uca.edu/NewsLetter/Newsletter.html>