

plan

design

funding

implement

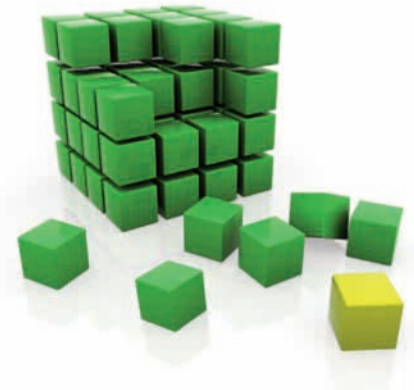
evaluate

CS4Ed brings comprehensive knowledge of the education market to help solve your business problems. Our senior staff has extensive experience in the development and implementation of business plans and strategies that work.

CS4Ed Business Planning Services can help:

- > **Identify** specific markets for your innovative materials or services, and solve the problems of production, distribution and delivery;
- > **Inform** your strategic decision making by assessing your potential, soliciting customer feedback, and identifying relevant trends in the education marketplace;
- > **Manage** the acquisition or implementation of high-quality products and services; and
- > **Guide** your investment, merger, or acquisition efforts.

Helping solve your business problems



**Informed Decision-Making
for the Education Market**

Business Planning Process

- I. Establish Planning Goals**
 - > What are the financial goals-Growth, ROI, Investment/Financing, Mergers & Acquisitions?
 - > What are the Marketing and Branding goals?
 - > Do you Need New Products/Services?
 - > What Strategic Alliances Might Help?
 - > How can We Create Management Team/Board Focus?

 - II. Needs Analysis/ Capabilities**
 - > Establish Base Line Data
 - > Interview Key Personnel
 - > Review Company Documents
 - > Executive Team Presentation-Consensus Building

 - III. Business Process Analysis**
 - > What Are Your Capabilities?
 - > How Do New Products/Services Fit Into Existing Business?
 - > What Is Needed? Where Are the Holes? How Do We Fill Them-Partnerships? Hiring?

 - IV. Market Research & Analysis**
 - > Who Are The Potential Consumers?
 - > How Big Is The Potential Market?
 - > How Do We Define Your Segment?
 - > What Are The Sources Of Funds-Federal, State, Local?

 - V. Executive Team Presentation/ Review**
 - > Build Final Consensus and Individual Commitment
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CS4Ed's Business Planning Services
helps your executive team create plans
that can be implemented to solve
your company's goals
