1. A business plan should describe where you are, where you want to go, and how you plan to get there.

2. Investors are more product-oriented than market-oriented.

3. The ability to enjoy one-on-one contact with customers has always been a competitive advantage for large firms.

4. Institutional advertising is primarily concerned with a company and its reputation.

5. The majority of small business advertising is institutional advertising.

1. Know about the primary outside users of business plans are.

2. Know about potential investors.

3. Know about who reads business plans.

4. Know about promotional tools.

5. Know about forming loyalty to small firms.

6. Know about specialties.

7. Know about advertising media.

8. Know how customer service problems are identified.

9. Know about long term transactional relationships.

10. Know about market favors for promotional methods.

11. Know about the stages of customer decisions.

12. Know about the tension after buying.

13. Know about methods of determining promotional methods.

14. Know about business plans.

15. Know about business concepts.