



SECTION 13: GROWTH PROGRAM

Expansion

(Session 13): Describe your growth: You might include development of profitable pilot operation, sources of financing, cash flow, accounting system in place, incentive compensation plan for managers, benefits package and policies, economics of scale.

Handling Major Problems

(Session 13): Describe scenarios of adverse conditions and how you intend to respond to them. For example, how you would plan to handle a 25% reduction in sales, or new competitions, etc.

Prepare a cash flow projection based on lowered expectations and show how and where you would reduce costs to maintain liquidity.