



## Business Services - Starting a Business

### Why do a Business Plan

A business plan will enable you to take an objective look at your business, identify areas of strength and weakness, pinpoint needs that might otherwise be overlooked and eliminate problems before they arise.

If your venture is at best, marginal, the business plan will show you why.

A business plan can demonstrate whether the new enterprise being considered is viable and it provides a basis for monitoring the progress of a business once it starts operating.

Finally and most importantly, your business plan provides the information needed by others to evaluate your venture, especially if you will need to seek external financing.

A thorough business plan automatically becomes a complete financial proposal which will meet the requirements of most lenders and investors.

Bentleys is an association of independent accounting firms in Australia that specialises in developing long term strategic partnerships with clients. Bentleys offers a broad range of services including business advisory, taxation, corporate recovery and audit.

Please [contact us](#) today to discuss your business needs.