



“How to Write the Business Operations Section of Your Marketing Plan”

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If your business is in danger of failing, you will need a plan—traditionally called a “Turnaround Plan”—to recover it. One section of the Turnaround Plan will need to address the business operations of the current company and how these operations will be transformed when you transform the overall company.

To show what is normally included in the Business Operations section of such a plan, we can devise a fictitious company called XYZ Company. And also suppose that XYZ Company sells lasers used in surgery procedures. Their customer base is comprised primarily of doctors and hospitals.

This section of the plan should describe the current business operations (in the failing company) and how these operations will be transformed in the new company. Special emphasis should be placed on those operational procedures in the new company that will help accomplish the goals of the overall Turnaround Plan. Here is a sample of what this section of the plan should look like.

[Beginning of sample Business Operations section]

Business Operations

The primary business activity of the old company was manufacturing laser equipment for sale in the medical industry, primarily to hospitals and private physicians. The primary business activity of the new company will be educational course development.

This new process will require that a trainer first develop an outline for the proposed course. XYZ Company will have available all previous courses offered by XYZ Company, so this process will be facilitated by the



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availability of those core process materials.

After the outline is finished, the class will be recorded using the software currently used for course development. Course modules will be streamlined to fit on a single CD to accommodate the situation where content must be delivered by over-ground methods.

Classes will be divided into two sections: (1) primary training modules and (2) exercises and accompanying project files. The typical class takes anywhere from four to six weeks to develop. Each class will generate several hundred thousand dollars in revenue at current prices.