


A STUDY ON THE CONTRIBUTION THAT A BUSINESS PLAN MAKES TO THE EXPANSION OF A SMALL COMPANY

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ARTICLE INFO	ABSTRACT
<p>Article history:</p> <p>Received 26 September 2022</p> <p>Accepted 25 November 2022</p> <p>Keywords:</p> <p>Business plans; Small-Scale; Entrepreneurs; Development.</p> <div data-bbox="172 927 480 1173" style="text-align: center;">  </div>	<p>Purpose: The purpose of this study is to investigate the contribution of business plan in the expansion of small company. No matter how big or small a business is or what stage it is in, it needs a business plan to improve how it runs internally and to describe and market the business to possible outside investors.</p> <p>Theoretical framework: A business plan gives the company direction and brings employees together to work towards the same goals. When everyone works together, it's easier to manage time and resources and set the company up for growth. Planning is a big part of how successful a new or small business will be. Setting goals and making plans to reach those goals are two important parts of running a successful business. A business plan is a good way for a company to organize its goals and objectives in a way that makes sense.</p> <p>Design/methodology/approach: This is descriptive based study. In this research paper we survey on random sample of 250 respondents.</p> <p>Findings: This study reveals the descriptive statistics for different variables i.e. Business planning, Completed plan, Number of employees, Obtained external capital, Attractive products etc. The findings of this study could be used to figure out how businesses should be run, what methods should be used, and what parameters should be used to make sure businesses grow well in their local, regional, and global areas.</p> <p>Conclusion: In more rural and remote parts of the country, the expansion of small companies is essential to the continued employment creation and economic expansion. They contribute to a greater level of market competition.</p> <p>Doi: https://doi.org/10.26668/businessreview/2022.v7i5.e585</p>

UM ESTUDO SOBRE A CONTRIBUIÇÃO QUE UM PLANO DE NEGÓCIOS FAZ PARA A EXPANSÃO DE UMA PEQUENA EMPRESA

RESUMO

Objetivo: O objetivo deste estudo é investigar a contribuição do plano de negócios na expansão de uma pequena empresa. Não importa quão grande ou pequena seja uma empresa ou em que estágio ela se encontre, ela precisa de um plano de negócios para melhorar o seu funcionamento interno e para descrever e comercializar o negócio para possíveis investidores externos.

Estrutura teórica: Um plano de negócios dá a direção da empresa e reúne os funcionários para trabalhar para os mesmos objetivos. Quando todos trabalham juntos, é mais fácil administrar tempo e recursos e preparar a empresa para o crescimento. O planejamento é uma grande parte de quão bem sucedida será uma nova ou pequena empresa. Estabelecer metas e fazer planos para atingir essas metas são duas partes importantes da gestão de um negócio de sucesso. Um plano de negócios é uma boa maneira de uma empresa organizar suas metas e objetivos de uma maneira que faça sentido.

Design/metodologia/abordagem: Este é um estudo de base descritiva. Neste trabalho de pesquisa, pesquisamos uma amostra aleatória de 250 entrevistados.

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Conclusões: Este estudo revela a estatística descritiva para diferentes variáveis, isto é, Planejamento de negócios, Plano concluído, Número de funcionários, Capital externo obtido, Produtos atrativos, etc. Os resultados deste estudo poderiam ser usados para descobrir como as empresas devem ser administradas, que métodos devem ser usados e que parâmetros devem ser usados para garantir que as empresas cresçam bem em suas áreas local, regional e global.

Conclusão: Em áreas mais rurais e remotas do país, a expansão de pequenas empresas é essencial para a contínua criação de empregos e expansão econômica. Elas contribuem para um maior nível de concorrência no mercado.

Palavras-chave: Planos de Negócios, Pequena Escala, Empresários, Desenvolvimento.

UN ESTUDIO SOBRE LA CONTRIBUCIÓN DE UN PLAN DE NEGOCIOS A LA EXPANSIÓN DE UNA PEQUEÑA EMPRESA

RESUMEN

Objetivo: El objetivo de este estudio es investigar la contribución del plan de negocio en la expansión de la pequeña empresa. Independientemente de lo grande o pequeña que sea una empresa o de la fase en la que se encuentre, necesita un plan de negocio para mejorar su funcionamiento interno y para describir y comercializar la empresa ante posibles inversores externos.

Marco teórico: Un plan de negocio da a la empresa una dirección y reúne a los empleados para que trabajen por los mismos objetivos. Cuando todos trabajan juntos, es más fácil gestionar el tiempo y los recursos y preparar a la empresa para el crecimiento. La planificación es una parte importante del éxito de una empresa nueva o pequeña. Establecer objetivos y hacer planes para alcanzarlos son dos partes importantes para dirigir una empresa con éxito. Un plan de negocios es una buena manera de que una empresa organice sus metas y objetivos de una manera que tenga sentido.

Diseño/metodología/enfoque: Se trata de un estudio descriptivo. En este trabajo de investigación se realiza una encuesta a una muestra aleatoria de 250 encuestados.

Resultados: Este estudio revela las estadísticas descriptivas para diferentes variables, es decir, planificación empresarial, plan completado, número de empleados, capital externo obtenido, productos atractivos, etc. Los resultados de este estudio podrían utilizarse para averiguar cómo deben dirigirse las empresas, qué métodos deben utilizarse y qué parámetros deben emplearse para asegurarse de que las empresas crezcan bien en su ámbito local, regional y mundial.

Conclusión: En las zonas más rurales y remotas del país, la expansión de las pequeñas empresas es esencial para la continua creación de empleo y la expansión económica. Contribuyen a un mayor nivel de competencia en el mercado.

Palabras clave: Planes de Negocio, Pequeña Empresa, Empresarios, Desarrollo.

INTRODUCTION

A business plan is a written summary of your intended business direction. You only require a paper that specifies what you intend to achieve & how you intend to do it. If you write a paragraph outlining your business strategy on the back of an envelope, you have at least the beginnings of a business plan.

People who write and read business plans can do a number of things with them. Entrepreneurs who want to get money from investors use them to tell potential investors what they want to do. They can also be utilised by organisations that wish to acquire important workers, find new clients, collaborate with suppliers, or simply learn how to operate their operations more efficiently.

A good business plan follows both form and content rules that are generally agreed upon. A business plan is made up of three main parts:

Business concept discuss about the industry, your business structure, your product or service, & how to make plan for your successful business.

Marketplace section explains & analyzes potential customers: who they are, where they are, what make them buy, & so on? Here, you also talk about your competitors & how you plan to beat them.

Financial section has income & cash flow statement, balance sheet, & other financial ratios like break-even analyses. You might need help from your accountant & a good spreadsheet program for this part.

A good business climate is important for business growth and economic growth. The way the economy is right now makes it possible to use a lot of money, labor, information, materials, and other resources. Small business is a key area for developing entrepreneurship because of how flexible and quick it is. Small businesses are better than big ones at reaching new markets, getting closer to customers, and letting all employees use their full intellectual potential [1]. Small and medium-sized businesses are a big part of how well a country's economy does, how many jobs it creates, and how competitive it is on the world stage [2]. They make a big part of the goods and services that are sold. Small and medium-sized businesses (SMBs) are the businesses that are growing the fastest right now [3]. Countries with the most economic growth help small and medium-sized businesses. This encourages innovation within organizations, makes products & services more competitive, & contributes to a high standard of living [4].

The global business environment is increasingly competitive; as a result, firms need to be proactive and able to resist the competition in order to be successful. Therefore, adopting an entrepreneurial mindset is a useful strategic method for increasing the performance of small & medium-sized businesses. The evolution of market interactions is inextricably bound up with performance. A developed economy is characterised by the development of a healthy environment for small enterprises, which functions as a source of international competitiveness. Today, a small business is no longer merely a driver of a nation's prosperity; it is also a factor of sustainable development and has the power to influence the resolution of regional & global issues. In addition, fulfillment with the principles of sustainable development is important for small businesses, whose operations must be supported via economic, social, & environmental factors [5]. Simultaneously, there are disparities in the study of each of the core aspects of small business's sustainable growth, which comprise of varied rates in the respective specialised

measures. There is an urgent requirement for the development of diagnostic tools for the growth of small enterprises in regions. These tools, which would make it possible to take into consideration the factors that contribute to the small enterprises' long-term viability, are now lacking. Identifying the conditions essential for the proper operation of small businesses as an element of an environment that is conducive to the creation of a sustainable business environment is thus the objective of this paper.

Our objective is to have a more contextualised understanding of the relationship among planning & performance that exists between business planning & performance. We seek to expand knowledge of the scenarios in which a planning-based strategy is likely to result in greater commercial success. Due to the strong advocacy for a planning-based approach, it is informative to examine whether a general planning-based approach promises improved performance for small businesses. However, our main objective is to raise awareness regarding the circumstances in which a planning-based method is likely to increase business performance. In this context, we would like to bring your attention to 3 moderating factors: 1) the stage of development that the company is currently in; 2) the type of business planning that is being carried out; and 3) the cultural environment in which the planning–performance link is being established.

The term "Small and Medium Enterprises," or "SME," refers to businesses that have between one and four hundred employees. Manufacturing, mining, wholesaling, retailing, service, and other commercial operations fall within the category of small and medium enterprise (SME) activities. This industry is essential to the functioning of any economy and is widely regarded as a primary contributor to economic expansion. Even though business planning improves the success of both newly founded and long-standing small businesses, the strength of the association is moderated by a number of other factors.

Small businesses create jobs & help the country's economy grow in smaller areas. They raise competition on the market. As, a local farmer may be able to sell his goods for less because he doesn't have to pay to ship them. In the same way, a small, agile company may be able to come up with new technologies faster than a big, bureaucratic company, forcing people to change how they think and act.

Second, small businesses also do business in the same area. This makes it very important for them to hire people from the area. When big companies move into new areas, they often do so with a team already in place. This can help a city's population, but only small businesses create new jobs in a region.

Third, small businesses can change faster. Any person can start their own business. This makes them more different in shape, function, and culture, and it gives them more potential compared to big businesses. The more diverse a country's economy is, the better it can handle hard times.

Small business owners work hard to make sure their customers are happy so they will come back. Since there isn't much of a hierarchy or chain of command in a small business, it can react quickly to problems and challenges. Large companies may have set ways of doing things and set up systems that are hard to change. Small businesses often have a lot more room for change. They can also decide quickly if they can do what needs to be done or not. Also, small businesses are in a good place to come up with and test new ideas. This is because their owners don't have to report to anyone or ask for permission.

Small firms typically have lower overhead costs than their larger counterparts because of the smaller scale of operation. They conduct business in modest quarters, which allows them to keep their heating and lighting expenses low, in addition to the rent and rates they pay. The prices paid by customers are decreased as a direct consequence of the reduction in costs. The small business owner is typically portrayed as a virtuous, self-reliant, and independent person, and the small business itself is one of the most potent emblems of modern capitalism. The most difficult aspect of a business is not getting it off the ground; rather, it is maintaining profitability over time. There are numerous factors that contribute to the success of small & home-based businesses, but the 3 most important are desire, discipline, & determination [6].

There are a lot of different motivating factors that are driving more and more people, both men and women, to go into business for themselves. One may become an entrepreneur for a variety of reasons, including declining salaries and an increased need to prioritize personal and family responsibilities.

Even the employees' opportunities for salary increases have been reduced. Companies typically have a tendency to pay performance bonuses in order to keep fixed costs to a minimum.

People are more likely to launch businesses because they fear for their financial futures in light of the current economic climate. Because of this, entrepreneurship and the ownership of a small firm become feasible career options.

The organization of the research comprises of sections entitled Literature Review, Materials & Methods, Results, Discussion, & Conclusions. The research entailed performing a literature analysis based on new resources, which demonstrated that the same component of entrepreneurship might impact small firms in a variety of ways based on the regional

development. The modeling of genuine processes involved in the growth of small businesses was carried out in the findings by using certain indicators for the economic, social, & environmental components.

LITERATURE REVIEW

Guillermo Fuertes et al (2022) [5] explored the primary ideas that led to the determination of the strategic approach, formation of strategies, strategy formulation, & strategic evaluation as a guide for the administration of the firm. For the purpose of synthesizing the findings of a number of separate investigations & published scientific literature, the approach of systemic literature review was utilized. The procedure of reading the material and doing an analysis of it was accomplished through the use of digital search engines equipped with keywords in subject areas associated with strategic management. Their research demonstrates that there is a dearth of scientific literature that contains significant theoretical notions that can direct strategists in the design, formulation, and evaluation of strategies.

Wiwik Utami (2022) [6] conducted an analysis of the elements that can influence the long-term viability of micro & small companies. These considerations include both risk management & internal control. His study employs a quantitative approach to data collection and analysis. The entirety of the population is comprised of individuals who operate micro and small businesses in the area surrounding the Mercu Buana campus. These individuals provide stationery & photocopies for the requirements of the university. 54 MSEs are considered to be adequate representations of the population as a whole. In addition, the management of risks does not have a substantial impact on the long-term viability of micro and small firms. In addition, it is common knowledge that micro, small, and medium-sized enterprises (MSEs) are organizations that are reliant on their proprietor. As a result, the owner's previous work experience in the business world plays a significant part in ensuring the continued viability of the MSEs company.

Abriham Ebabu Engidaw (2022) [7] showed the difficulties that face small enterprises in poor countries, primarily in Ethiopia, particularly during the outbreak of the Corona virus. In this study, a descriptive research approach was followed, and secondary data analysis was utilized. His research included both qualitative and quantitative methods, depending on the question being investigated. The results of the secondary data analysis indicate that many small & major enterprises are having problems, & that the unprecedented coronavirus outbreak has wreaked havoc on numerous businesses throughout the globe. With lower revenue, lost

employees, and a slowing of life, it is tough for businesses to survive, and it is even more difficult to maintain a level head & keep their business alive.

Hari Setiawan Saragih et al (2022) [19] explored novel approaches of conducting business in the "new normal" era, particularly in town of Pematangsiantar. In this study, a qualitative approach model was utilized, and an observational research design & literature review were both components of the research process. According to the findings, some examples of businesses that can be started with a low starting capital during the transition to the new normal include those in the food & beverage industry, businesses that are run from home, businesses that sell cosmetics and skincare products, businesses that sell equipment for medical protocols, businesses that sell sports equipment, and businesses that sell groceries online.

Ennin et al (2022) [20] examined the factors that persuade the different small & medium-scale businesses' ability to receive credit from banks, savings & loans, & other financial organizations. The vast majority of businesses, for a variety of reasons and uses, obtain loans from various financial institutions. This article studied some of the variables that lead firms to want loans in one district in Ghana. These elements include growth projects, regular company activity, the purchase of new equipment, and others. The researchers chose to conduct their investigation using a method known as cross-sectional surveying since it enables them to compare a large number of variables all at once. Comparing distinct demographic groupings at a particular moment in time or over a brief period of time is another application of this technique.

Ukwueze, et al (2022) [21] analyzed the impact that keeping accurate accounting records can have on the growth and development of new small businesses in the state of Ebonyi. The precise objectives were to check the impact of recording assets & liabilities in small businesses in Ebonyi State, assess the effect of checks & invoices in new small businesses in Ebonyi State, & test the impact of recording monetary transactions in small businesses in Ebonyi State. The study was done in Ebonyi State, Nigeria, with respondents from many market groups, such as livestock farmers, business centres, pure water producers, and event planners, among others. The focus of the study was on the start-up and development of small businesses. In his research, a survey was used as the primary data collection method. The most important sources were obtained through interviews with individuals and the distribution of questionnaires.

Chinyamurindi et al. (2021) [22] discovered that firm financial performance is positively influenced by both business strategy and the capacity of human resource

management According to the findings of Chinyamurindi et al., human resource practice has a substantial influence in moderating the relationship between strategy and financial success. The ability of a business leader to implement strategies for the success of a small business is rendered meaningless in the absence of competent human resources.

Girish Santosh Bagale et al (2021) [10] analyzed the primary landscape of small & medium-sized enterprises in India & addressed the contribution of SMEs to India's GDP. Additionally, the study presents a concise overview of customer relationship management apps & digital payment choices in small & medium-sized enterprises. They discussed the repercussions of utilizing digital tools in order to maintain the continuity of company operations in the face of significant unpredictability and disturbances in global society, such as covid-19. We argued that small and medium-sized businesses (SMEs) should adopt a socio-technical approach to their DT approaches in order to overcome problems associated with their DT-based work organisation meeting COVID-19 while preserving operations. They conducted a survey on a smaller scale among a group of small & medium-sized enterprises in Coimbatore, in the southern Indian state of India, in order to highlight the implications of using DT in actual practice. According to the findings of their research, major corporations are more open to the concept of digital transformation than small enterprises.

Ai Na Seow et al (2021) [11] investigated the factors that give to the success of businesses on the small and medium scale within the tourism industry (TSMEs). A quantitative survey was used to obtain information from 278 business owners of TSMEs. The results of the research suggested that innovative practice does, in fact, play a beneficial mediating function in the linkages that exist between the utilization of social media, the level of business planning, and the business performance of TSMEs. According to the findings of the study, in order for TSMEs to improve their overall business performance, they should prioritize the implementation of creative strategies in addition to the expansion of their use of social platforms and the depth of their business planning. His research provides important new evidence that can be used by commercial organizations in the tourism industry.

Martin Wynn et al (2021) [12] investigated development in the usage of e-business for both large & small companies across the globe, a trend that has been given more momentum via the migration to online commerce in the era of the COVID-19 epidemic. [Cause and effect] The re-engineering of selling & marketing processes has the potential to confer several benefits on small businesses, including increased efficiencies and an increase in market share. However, research into the ways in which small businesses in developing countries, like Nigeria, make use of e-business systems & technologies is limited. However, interview data was used to assist

in the development & validation of the strategic plan; it presents a protocol & a checklist for small businesses conducting e-business activities in developing-world settings.

Abiola Babajide et al. (2021) [13] investigated the impact of financial literacy & financial capacities on the viability of small businesses in the Nigerian states of Lagos and Ogun. A survey is utilised to gather information from 300 small business owners across the 2 states. For the examination of the gathered data, the Structural Equation Modelling method was utilised. According to the findings of the study, the environmental, financial & social responsibility of small enterprises in Nigeria is major factors in the firms' ability to remain in business. A considerable amount of favorable impact on a company's ability to endure can also be attributed to procedures concerning financial capability and literacy. For their businesses to be sustainable over time, small companies need to enhance their financial literacy and integrate models of sustainability into their daily operations. The owners of small businesses may also consider putting some of their assets into an investment product that is suitable for their level of comfort with taking risks.

Sukhjeet Kaur Matharu et al (2021) [14] analyzed the direct connections between several elements that have been shown to have an effect on the resiliency of women business owners. A total of 396 Indian women business owners from a variety of areas participated in the study as part of the sample. This is a study based on a survey, and the data collection was done with the help of a questionnaire that the participants completed on their own. The data that was acquired went through an analysis that was based on structural equation modeling and utilized analysis of moment structures. The study's results suggest that entrepreneurial qualities, resourcefulness, networking, adaptability, & stability have a significant & favourable effect on the establishment of the resilient attitude of female entrepreneurs when presented with a crisis. Female business owners, as well as organisations, the government, and other institutions that provide assistance to business owners, may find the research useful.

Danjuma Tali Nimfa et al. (2021) evaluated the effect of two innovation competitive advantage variables - customer priority & a strategic business model - on product quality for the long-term growth of SMEs. In addition, the role of technology adoption as a mediator among innovative competitive advantage & product quality was investigated. Using structural equation modelling with partial least squares, survey data from 245 Nigerian SME manufacturers was collected. The results demonstrated that, while technology adoption mediates the relation among customer priority & product quality, customer preference does not directly impact product quality. It was discovered that the strategic business model considerably

improved product quality, with technology adoption playing a role in mediating this relationship.

Prakash Singh et al. (2021) [16] investigated the factors that impact the accessibility of external finance for small and medium-sized enterprises. Using the instrument variable probit technique, the 62nd round of the National Sample Survey Organization data on unorganised enterprise revealed that larger firms, partnership firms, growing firms, & urban firms were less financially constrained. According to the study's findings, businesses situated in states with greater financial & economic prosperity have greater access to funding choices. The findings of the study suggest that in order to encourage entrepreneurship among small and medium-sized businesses in India, the government should place more of an emphasis on education and the strengthening of the country's financial sector. The findings of this study will allow India & other emerging nations with structures & compositions comparable to India's to formulate suitable policies to enhance access to financial resources for small & medium-sized businesses (SMEs). This will assist the economy in achieving its long-term social & economic objectives by encouraging small enterprises to realise their true potential development, so assisting the economy in achieving its long-term social & economic objectives.

Md. Imran Hossain et al (2021) [17] investigated several of the challenges and opportunities that face small businesses when they participate in online marketplaces and validated those variables by conducting and analyzing 23 interviews using a semi-structured interview guide. Interpretive analyses construct a theoretical framework by applying both inductive and deductive approaches to build it. This framework includes a variety of variables that can be categorized as technological, organizational, and environmental aspects. The study comes to a close by discussing the consequences for small businesses' market expansion and internationalization as a result of their participation in online marketplaces.

Kimuli Saadat Nakyejwe et al (2021) [18] explored particular sustainable entrepreneurship components as seen through the confirmatory factor in the Ugandan context. Cross-sectional research was used. 384 small enterprises in Kampala were chosen by stratified and simple random sampling for a face-to-face survey that gathered data. SPSS version 23 was used to evaluate the data using descriptive statistics, EFA, & CFA. According to their research, the following ideas are essential to sustainable entrepreneurship in Uganda: stakeholders, production management, ecosystem management, people & skills, finance, strategy, marketing, & sales.

Alexander W. Bartik (2020) [8] analysed the affect on the health of the general public; COVID-19 has had a substantial effect on the economy. He polled nearly 5,800 small

businesses to see how COVID-19 is affecting them, also the potential effect of the current stimulus plan. This enabled him to shed light on the effects of COVID-19 on small enterprises. These findings emphasize the significance of well-designed & maintained economic & public health policy initiatives across time.

Robert W. Fairlie (2020) [9] analyzed the effects of the pandemic on the number of operational small companies in the US by utilizing nationally representative data from the April 2020 CPS. This was 1st month in which early effects from the epidemic were fully captured. There is very little early information on the implications, but it is anticipated that many small firms may be forced to close as a result of COVID-19's limits on social distancing and demand shifts. The results of study concerning early-stage losses to small businesses have substantial policy implications and may be indicative of longer-term consequences for employment losses & economic inequality.

Indrawati et al. (2020) [23] examined that factors such as government backing, economic situation, level of competition, and funding of technical innovation both boost & limit the innovation development of small & medium-sized enterprises. According to the findings of Indrawati and colleagues, the leaders of small & medium-sized enterprises should engage in technological innovation in order for their companies to continue to thrive in an increasingly competitive environment. According to Indrawati et al., leaders of businesses need to build business strategies that contain innovation in order to improve the services provided to clients. This is due to the fact that innovation improves the competitiveness of small businesses in the market. As per the findings of Indrawati et al., innovation in small & medium-sized enterprises (SMEs) is essential to achieving profitability, high performance, and sustainability. Leaders of small & medium-sized enterprises place a strong emphasis on innovation enhancement as a means of gaining and maintaining a competitive advantage that underpins corporate plans for the enhancement of operations and services.

RESEARCH METHODOLOGY

Design & sample

This study is descriptive in nature. Examining the connection among planning & venture dissolution, product development, & venture organisation needs longitudinal data from the inception of a new endeavour to the present. This is because neither planning nor business development occurs simultaneously when a company is created. Strategic planning, Completed plan, Employee count, Acquired external capital, Appealing products. Anticipate opposition, Competitive advantage, Manufacturing company, Evaluation of firm formation rate in area, exit

rate in industry, average firm age in industry, and average firm size in industry. Retrospective survey data presents challenges for standard cross-sectional analyses of the influence of business strategy on venture development. We select a sample of 250 responders at random to overcome these issues.

Tool

- SPSS
- Excel

RESULT

Table 1 provides descriptive data for many factors, including Business planning, Completed Plan, and Employee Count. Obtained external capital, Attractive merchandise, Anticipate opposition, Strategic advantage, Manufacturing Company, Rate of firm formation in the region, Exit rate in business, Average business size and average firm age in industry. The mean & standard deviation of sales in the industry were the highest.

	Overall sample (n=250)	
	Mean	S.D
Product development	4.60	1.15
Venture organizing activity	4.00	2.27
Business planning	2.20	1.46
Completed plan	0.60	0.79
Number of employees	1.38	23.87
Obtained external capital	0.22	0.58
Attractive products important	2.65	1.25
Expect competition	2.14	1.22
Competitive advantage	0.85	0.79
Average firm age in ind.	6.75	2.90
Average firm size in ind.	3.06	6.01
Industry sales	170.57	234.82
Exit rate in industry	2.30	9.06
Manufacturing firm	0.58	0.69
Firm formation rate in region	0.79	0.46
Team start-up experience	2.85	12.09

SIGNIFICANCE OF THE STUDY

Small businesses have these benefits:

- Faster adaptation to what the market needs. Small businesses are sensitive to changes in the income of the population and can set the right prices for goods and services, change the type of product or improve its quality quickly, all while taking into account what customers want and need.

- Management that is flexible and decisions that are carried out quickly and well. Self-confidence, independence, technological isolation, mobility in management and decision-making, and the ability to adapt to changing situations help organize activities so that large businesses can't bring the most benefits.
- A great chance for someone to put their ideas and skills into action. Entrepreneurs are always highly motivated to succeed, which is good for the enterprise as a whole.
- Internal communication flexibility. Small production lets you create a normal psychological environment in the team, reduce staff turnover by a large amount, set up a democratic relationship between leaders and subordinates, and give each team member a lot of freedom and responsibility at the same time. One of the best things about small businesses is that they are efficient.

CONCLUSION

The goal of a business plan is to define the company and to describe, in as much detail as is practicable, how the enterprise will function in the existing market environment. It is common practice to employ a company strategy for both internal and external goals. If a new or small business wants to receive finance from outside sources, they are required to have a business plan for presentation purposes. It is the primary instrument that investors and financiers use to assess the potential of a company. An entrepreneur can benefit from using a business plan to explain their short-term and long-term goals for their company's operations. Even though the economic aspect plays an essential part in the operation of small enterprises, the business world as a whole has to advance in a coordinated fashion. The faster the rate of wage increase, the larger the growth rates of profit. The findings of this research have the potential to be useful in identifying business policy orientations, suitable methods, & parameters to assure the efficient growth of businesses on a local, regional, and worldwide scale.

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