

# Arne & Co. – Business Planning Process

*“Playing Field”*

Where do we want to be?

*(Establish Goals)*

2nd

Prepare Written Plan  
& Measure Progress

How do we get there?

*(Programs-Projects-Tasks)*

3rd

Where are we now?

*(SWOT Analysis)*

1st

Advisors



Competition-Economy-Change  
*“Obstacles”*

Goals are met

Home

*“Home Team”*  
Owners-Family-Employees

Mission Statement

ARNE & Co.