**Gale Business: Plan Builder**

**Product Summary**

Primary Audience: Budding entrepreneurs and current small business owners

Secondary Audience: Community organizations that support small business development like SCORE, Chambers of Commerce, Economic Development Councils, Incubators, etc.

**How to Use:** Copy and paste the description into your website, newsletter, etc.

Business planning can be a complex and unfamiliar process. Often, entrepreneurs don’t know what kind of information they need, where to find it, or how to get started. *Gale Business: Plan Builder* brings it all together by offering an engaging, step-by-step guided experience–complete with the information and tools needed to move through the entire business development life cycle. The program’s intuitive dashboard walks users through the five essential steps of business planning and explains what each activity is, why it is important in the overall process, and how to get started.