

# MAUS

## MasterPlan

### Business and Marketing Plans ...the easy way



*"I still attribute my initial kick start & my ongoing success to MasterPlan. First it assisted with acquiring funds, then helped set my direction, plan for growth & update my business strategies on a regular basis"*

**Martin Wren**  
Nova Employment

The powerful **MasterPlan Version 8** enables you to develop customised Business and Marketing Plans.

Research indicates that organisations with a working Business and Marketing Plan achieve higher revenue and profit growth than those who fail to plan.

MAUS MasterPlan is the quickest and simplest way to create winning plans to revolutionise your business. This software helps you develop complete Business and Marketing plans, with full set of financials, actual vs budgeted comparisons and graphical analysis.

The software will prompt you with ideas and suggestions and will demonstrate through real life examples how you can analyse your business and prepare successful strategies for the future.

Designed for people who need a professional plan with a minimum of fuss, the program uses a simple question and answer format with sample text to lead you through the entire planning process.

The range of plans available are ideal for everything from loan applications through to setting strategic direction, while the financial wizard allows you to develop customised spreadsheets and conduct "what if" analysis on all of your forecasts.

This is designed for people who need a winning, professional business or marketing plan instantly!

#### At a click of a button, MAUS MasterPlan provides you with:

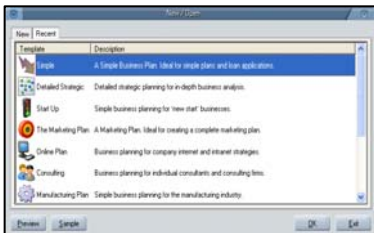
- Professional Business, Marketing, Financial, Sales and Management Plans.
- Sample plans, strategic questions and real life examples covering a range of industries.
- A full set of financial statements for your business including profit & loss, cash flow, sales forecasts, break even analysis and a balance sheet.
- Customisable business templates covering aspects such as debt collection and publicity management.
- A detailed Action Plan for the business.
- A range of business analysis calculators and self diagnostic tools.

#### Key Benefits:

- Increase your sales and profitability.
- Save 50-90% of the time to prepare your plans.
- Automatically calculate your financials and graphs.
- Compare your actual versus budgeted performance.
- Improve your business and marketing skills.
- Easy to use.



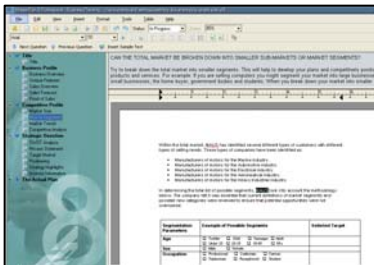
# Save 50-90% of the time to prepare a business plan



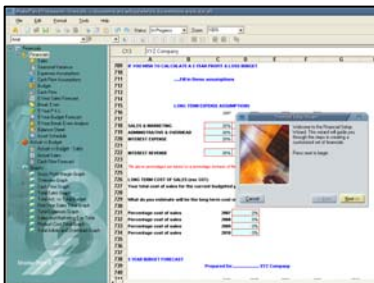
**Planning Styles**  
Choose from a wide range of planning styles to suit your business and the purpose of the plan.



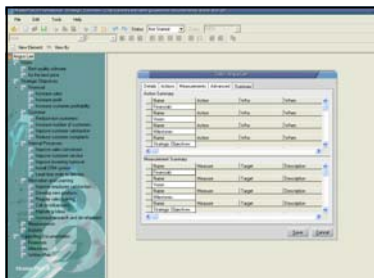
**Easy User Interface**  
Easy menu structure allows you to move between the different sections of your plan.



**Question & Answer**  
Simple question and answer format with sample text provided every step of the way.



**Financials**  
Customise the financial spreadsheet to suit your business with the setup wizard.



**Strategic Overview**  
Summarise your marketing, management and operational strategies.

## How Will This Product Help You?

Research indicates that on average, businesses with a working Business Plan achieve 63% higher revenue growth and 58% higher profit growth. With MasterPlan, literally anyone can prepare professional Business and Marketing Plans. The simple question and answer approach, automatic financials and user friendly format will save you hours of time and frustration whilst generating countless new ideas for your business.

## Who Should Use MAUS MasterPlan?

Managing Directors	Senior Managers
Accountants	Marketing Managers
CEOs	Product Managers
Consultants	Business Owners

## Key Features of MAUS MasterPlan

### 1. Question & Answer Approach

At each stage of the planning process, the software will present you with a question. Click a button and instantly view a sample answer.

### 2. Financials

Insert basic financial assumptions into the spreadsheet provided & MasterPlan will do the rest! The program will automatically generate budgets, sales forecasts, breakeven analysis, actual versus budgeted comparisons & graphs.

### 3. Tools, Tips, Templates and Calculators

MasterPlan includes business calculators to show the impact of increasing your average value sale, frequency of purchases & number of customers.

### 4. Strategic Overview Plan

Update your key objectives, define actions and set measurements and responsibilities, the Strategic Overview Plan allows you to summarise all your marketing, management and operational strategies in one central location.

## Other MAUS products for use with MAUS MasterPlan

**MAUS Policies Manual** is designed to help companies develop a complete operations handbook incorporating procedures, workflow documents and business forms into one comprehensive reference manual. Includes 70 samples policies ready to use for your business.

**MAUS Performance Review** is the ultimate performance appraisal tool.

This easy to use software application allows you to easily monitor and record the performance of your staff. The program saves time in the review process and protects you from unfair dismissal.

**MAUS Job Descriptions** contains over 3,800 built in job descriptions that can be customised to suit your requirements. Create your own library of descriptions that can be used again and again. Use the unique hiring module to create instant employment advertisements and interview questions.

## Summary of Features

Wide range of planning models (Simple, Detailed, New Start, Marketing, Service, Manufacturing, Hospitality, Online & Consulting), Comprehensive content (Executive Summary, Business Profile, Sales & Marketing Analysis, Marketing & Management Plans, Financials, Milestones, Actuals), completed sample business plans, Financial setup & navigation wizard, Simple to use spreadsheets (1 Year Cash Flow & Break Even Analysis, 5 Year Budget & Break Even Analysis), Strategic overview summary, Business calculators, Boston Matrix, Product Lifecycle, Increasing Sales & Profits, One Page Scorecard, Self diagnostic calculators and much more.

## The step by step process >>

1. Select your template
2. Write your plan
3. Add Milestones and tasks
4. Create financials
5. Compile plan

Published by MAUS Business Systems - [www.maus.com.au](http://www.maus.com.au)

Corprat Pty Ltd T/A MAUS Business Systems ABN: 55 084 644 208. Minimum System requirements - a Pentium PC or higher machine 256Mb + RAM. MAUS software compatible with Windows XP and Vista. A hard disk with least 100mb of free space is required.

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