

TIPS FOR MAKING BUSINESS PLAN PRESENTATIONS (PART II)

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As a matter of fact, a presentation is more interesting to the listeners when there are more presenters

Many presenters indicate there is a depth of knowledge about the business that is distributed throughout the group.

Calm down and be yourself during the presentation

The panels want to learn about you as well as your business plan. Perform deep breathing exercises in order to relax prior to going into the room. Smile and present an image of confidence. Be enthusiastic about your business proposal and remember not to rush your presentation.

Avoid using a monotonous voice

Presenting a business plan in a monotonous voice will make the panel lose interest in what you are saying. You need to make the effort to vary your voice, change the pace, alter the pitch and volume, and pause at the right time. This will help you add emphasis to the presentation.

Rehearse your presentation with team members

Invite members of other teams and conduct a rehearsal of the presentation. Obtain their criticisms on any part of the presentation that might need editing or clarification. Do the rehearsal several more times on your own.

Know the slide content

You will distract the panels when you constantly turn around to look at the slides on the screen. If you have rehearsed your presentation, you will know what slides are coming up. Also, check all the equipment's such as computer and projector before the time to present.

Avoid unprofessional presentation

In other words, avoid paying no attention to detail which is necessary in business. The presentation slides should be prepared using the following criteria:

I. Beautiful graphic designs to assist in catching the panels' attention.



Acceptable Background

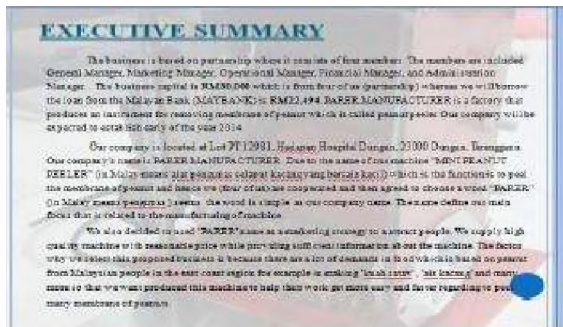
II. Large fonts, 22 point is minimum size for text; a title should be 32 point or larger.

III. A Sans Serif font such as Arial for normal text; Times Roman or Book Antigua in titles to show good contrast.

IV. Bold, italic or all caps are for emphasis, but not more than one at the same time

V. Not more than 36 words per slide.

VI. Slides with background templates that are not distracting.



Wordy Slide



Distracting Background

VII. Only 3-6 points per slide with proper grammar, spelling, and phrases or sentences that make sense.

VIII. Light colours (e.g. white, yellow) on a dark background (e.g. dark blue)



Poor Colour Selection

Make use of your hands and arms for gestures

Move around to keep the panels' attention, but not too fast or too far. Do not lose eye contact with panels. Poor eye contact with the panels communicates lack of confidence, uncertainty and mistrust. Research indicates good eye contact ranks as the most important component of a successful presentation.

Dress suitably and formal to meet the panels' expectations

When you are giving a business plan presentation you must dress for the panels, not for yourself. If they think you look out of place, then you are.

Start with a title slide

That includes the title of the presentation, the name of presenters, and the date. Introduce the members of the group, the company and products. On the first two to three slides, besides the given information, describe the markets you serve, the customer issues you solve and why your solution is a significant advancement at the present time.

Introduce the team members

Make only one or two points about each person's background and experience. Advise the panels how each team member brings a necessary imperative element for your company's success. A business plan is presented inconsistently in terms of the contents even though all the various strands are brought together into one single entity – the plan.

Any presenter of the plan must be fully cognizant of all facts and stay 'on script'

To ensure that a cohesive story is being told. The numbers and figures must also be presented consistently with a broader content so that there are no contradictions between them.

When it is time for questions, all members of the group stand up and are prepared to answer questions in their area of expertise ke use of your hands and arms for gestures

This reinforces the group effort and avoids putting the final speaker on the spot if a question is asked.

Do not go over the allotted time

There is nothing worse than a presentation that seems like it will never end. You must conclude on time. Close the presentation with a sense of urgency. Show why it is the right time for your company to enter the market. Timing is often critical with early stage companies. Thank the audience for their time and attention.

PRACTICE, PRACTICE, AND PRACTICE!

the three essential things in making a remarkable presentation.

"It takes one hour of preparation for each minute of presentation time."

(Wayne Burgraff)