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Step Seven represents the formal evaluation process, during which the results of the implementation of the plans are evaluated against the performance criteria established. If the criteria and standards have been met, the planning model has been successful and the implementation of the strategies should continue. If, however, the evaluation indicates that the plan has failed to fully achieve the desired results, the planner should return to Step One to ascertain the reason(s) for the deviation from the desired performance criteria (see Figure 1).

Step Seven also implies some experimentation with the concept. This is where the medium-size businesses are at a disadvantage. They generally cannot afford to invest in prototype operation to research and develop the concept further. Usually medium-size business is under-capitalizes, so the operator cannot afford to wait for the concept to catch on and develop. Consequently, a great deal of time should be spent on evaluating the concept fully, utilizing each step of the planning process before fully committing funds to development of a single concept.

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