

Business Plan Outline

I. The Company Executive Summary (1-2 Pages; Prepare Last)

- A. General Statement of the Purpose and Objective of the Enterprise
- B. Brief Description of the Market Served
- C. Description of the Products/Services Offered
- D. Financial Summary

II. Business Description

- A. The Company
 - 1. Company Mission Statement
 - 2. General Company Description, current and future plans
- B. The Industry
 - 1. Chief Characteristics
 - 2. Trends
- C. Product/Service
 - 1. Description of Product/Service
 - 2. Distinguishing Features
 - 3. Benefits

Market Analysis & Strategy

III. Market Analysis

- A. Target Market and Characteristics
- B. Market Trends and Growth Potential

IV. Competitive Analysis

- A. Competitors Profile
- B. Market Niche and Share
- C. Comparison of Strengths and Weaknesses

V. Market Strategy

- A. General Market Strategy (Cost, Differentiation, Focus)
- B. Pricing Strategy
- C. Distribution Strategy
- D. Service and Warranty Policies
- E. Promotional Strategy
 - 1. Advertising
 - 2. Public Relations
 - 3. Personal Selling
 - 4. Sales Promotions

Management and Operations

VI. Management and Ownership

- A. Management
- B. Board of Directors
- C. Ownership
- D. Professional Support

VII. Operations and Organization

- A. Operations
- B. Facilities and Equipment
- C. Operations Plan (hrs/days of operation, billing, credit cards, etc.)
- D. Legal Structure
- E. Human Resources
- F. Insurance and Risk Management

VIII. Critical Risks and Problems

- A. Critical Risks and Problems
- B. Planned Responses

IX. Description of Future Plans/Growth

Financial Analysis

X. Financial Projections

- A. Required Funds
- B. Sources of Capital
- C. Monthly Operating Budget
- D. Gross Margins
- E. Sales Forecast
- F. Cash Receipts and Disbursements
- G. Projected Income Statement
- H. Projected Cash Flow Statement
- I. Projected Balance Sheet
- J. Break-Even Analysis

Appendices: Supporting Documentation

- A. Company and Product(s)/Services Support Materials
 - 1. Photos of the product(s), equipment, facilities
 - 2. Patents, trademarks, service marks, or copyright documents
 - 3. Bibliography of research, testing, and studies
- B. Legal Support Materials
 - 1. Ownership agreements and/or contracts
 - 2. Marketing agreements and/or contracts
 - 3. Employment agreements and/or contracts
 - 4. Financial agreements and/or contracts
- C. Market Support Materials
 - 1. Magazine, newspaper, trade journal articles
 - 2. Brochures, drawings, mailings, and materials
 - 3. Market share chart
 - 4. Competitive comparison of strengths and weaknesses
 - 5. Customer contacts and status
 - 6. Letters of interest or intent
- D. Management/Ownership support Materials
 - 1. Resumes of key people, references, recommendations
 - 2. Significant milestones and time frames
- E. Administrative and Personnel Support
 - 1. Organizational chart
 - 2. Role descriptions for key personnel
- F. Financial/Investment Support
 - 1. Break-even analysis
 - 2. Principal's financial statements
 - 3. Equipment and capital expenditure listing
 - 4. Historical financial statements