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

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