



Business Plan Outline

I. EXECUTIVE SUMMARY

1-3 page overview of the entire plan (typically written last)

II. PERSONAL BACKGROUND INFORMATION

Personal Profile of Skills and Experience

III. BUSINESS CONCEPT

General Description of the Business

Business Goals and Objectives

Industry Information

Background of the Industry ● Current and Future Trends ● Business "Fit" in the Industry

IV. BUSINESS ORGANIZATION

Ownership, Regulations and Taxes

Management Issues

Managing People ● Managing Risk ● Technology

Managing the Books and Records

V. THE MARKETING PLAN

Products/Services

Products/Services Description ● Features/Benefits

The Market Analysis

Customer Analysis ● Competitive Analysis ● Market Potential

Marketing Strategies

Product or Service Lines ● Positioning ● Packaging ● Pricing Structure ● Placement (Distribution) ● Promotional Strategies ●

Customer Service and Sales

VI. THE FINANCIAL PLAN

Investment Required for Start-Up

Start-up Costs/Needs ● Investment Required—Bank Loan/Self

Cash Flow Projections

One year projections and explanations

Additional Financial Information

Three years profit and loss projections ● Three years balance sheet projections ● Explanations and assumptions Historical financial statements (for an existing business) ● Personal Financial Statement

VII. ATTACHMENTS

Résumé

Letters of reference

Letters of intent to purchase (*or copies of contracts*)

Copies of legal documents

Tax returns

Photos, maps, floor plans, samples, promotional materials, etc.

Organization chart, job descriptions

Other...