



## **BUSINESS PLAN OUTLINE**

### **I. EXECUTIVE SUMMARY**

To convince the funding source to read the whole plan, which highlights strengths and objectives (return on investment, sales, profit, market share, jobs created, community benefits, etc.). Include a brief description of the business and its industry, as well as an explanation of the market opportunity.

### **II. COMPANY BACKGROUND**

Name, nature of business, history, affiliates, stage of development, unique features of products or services, any proprietary position (patents, experience).

### **III. PRODUCT OR SERVICE DESCRIPTION**

Include:

- A. Proof that the product or service is viable in the marketplace
- B. Uniqueness (i.e., what sets it apart; why it will sell)
- C. Explain the technology and its benefits to the customer

### **IV. MARKET ANALYSIS AND MARKETING STRATEGY**

Provide an in-depth analysis of the market for the product or service to be sold. Include the following:

#### **A. Market Profile**

- 1. Competition and industry information
- 2. Trade / Service area
- 3. Customer profile (describe the actual and potential purchasers of the product or service by market segment)
- 4. Market size (estimate the size of the total current market for the product or service)
- 5. Quantify the size of each market segment in relevant terms (dollars spent, units used, number of people, percent of income, etc.)

## B. Market Plan

Provide a detailed description of how the business will obtain its estimated market share and how you plan to achieve its sales objective. Discuss your overall market share and achieve its sales objective. Discuss your overall marketing strategy and plans for:

1. Pricing
2. Promotion
3. Distribution channels
4. Marketing review, monitoring, or evaluation

## V. MANAGEMENT

- A. A listing of key managers, directors, and principal owners, including detailed resumes
- B. Organizational Structure
- C. Compensation and Employee Ownership
- D. Plans for Future Staff

## VI. OPERATIONS PLAN

- A. Space and Equipment Requirements
- B. Working Capital Requirements
- C. Labor Force Requirements
- D. Geographic Location Advantages
- E. Manufacturing Aspects, Sources of Supply, etc.

## VII. FINANCIAL STATEMENTS AND PROJECTIONS

- A. Three (3) Years Historical Financial Statements (existing business; if start-up, see E below)
- B. Interim Statement Dated Within 60 Days (existing business)
- C. Aging of Accounts Payable and Accounts Receivable as of Interim Statement
- D. Personal Financial Statements of all Persons Owning 20% or more of the Company
- E. Pro forma Projections for 3-5 Years, with Income Statements, Balance Sheets and Cash Flow Statements (first year by month)
- F. Break-Even Analysis
- G. Notes to Financial Projections (identify the assumptions underlying the financial projections).