



Outline of a Business Plan

Executive Summary

Company Description

- A. Legal Name and Form of Business
- B. Company's Mission or Objectives
- C. Names of Top Management
- D. Location and Geographical Information
- E. Company's Development Stage
- F. Company Products or Services
- G. Specialty Business Information

The Industry Analysis

- A. Size and Growth Trends
- B. Maturity of Industry
- C. Vulnerability to Economic Factors
- D. Seasonal Factors
- E. Technological Factors
- F. Regulatory Issues
- G. Supply and Distribution
- H. Financial Issues

The Target Market

- A. Demographics/Geographics
- B. Lifestyle and Psychographics
- C. Purchasing Patterns
- D. Buying Sensitivities
- E. Size and Trends of Market

The Competition

- A. Competitive Position
- B. Market Share Distribution
- C. Barriers to Entry
- D. Future Competition

Marketing and Sales Strategy

- A. Promotion Strategy
- B. Marketing Vehicles
- C. Strategic Partnerships
- D. Other Marketing Tactics
- E. Sales Force and Structure
- F. Sales Assumptions

Operations

- A. Plant and Facilities
- B. Manufacturing/Production Plan
- C. Equipment and Technology
- D. Labor Requirements
- E. Inventory Issues
- F. Supply and Distribution
- G. Order Fulfillment & Customer Service
- H. Research and Development
- I. Capacity Utilization
- J. Quality Control
- K. Safety, Health, and Environmental Concerns
- L. Shrinkage
- M. Management Information Systems
- N. Other Operational Concerns

Management and Organization

- A. Principals/Key Employees
- B. Board of Directors
- C. Consultants/Specialists
- D. Management to Be Added
- E. Organizational Chart
- F. Management Style/Corporate Culture

Development and Exit Plans

- A. Long-Term Company Goals
- B. Growth Strategy
- C. Milestones
- D. Risk Evaluation
- E. Exit Plan

The Financials

- A. Income Statement
- B. Cash Flow
- C. Balance Sheet
- D. Break-Even Analysis
- E. Plan Assumptions
- F. Uses of Funds