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Create a cover page for your business plan With the Following layout and Format

Business Plan

Name of Company

**Address of Company
City, State ZIP Code**

**Telephone Number
Fax Number**

Date of Plan Presentation

You may also include:

**Presented to:
Name
Company**

**Name of Owner/Contact Person
Address
City, State zip
Telephone
e-mail**

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Section I – Executive Summary

Complete this section after the rest of the business plan. Simply highlight the most important aspects of the plan.

Section II – Mission, Goals and Objectives

General Description of Business

What business are you in? What are the key products or services of your business?

What market do you believe exists for these products or services? (Describe your current market).

What is the location of your business? Why is this advantageous?

How do you operate your business? Who is involved in the operations? How much of your time is spent in the business?

In what stage of development is your business? (Development stage, first year of operations, stable or mature business, stagnant mature business, etc...)

Is growth a part of your plan for your business? If so, describe what kind of growth you are projecting and how you think that growth will occur (adding products or services, expanding your market, changing your product or service mix, etc...)

Mission Statement

What is the vision for the future of your business?

What is the purpose of your business – internally and externally?

Include your Mission Statement

Goals and Objectives

What are your short-term (within one year) and long-term (two to five years) goals and the objectives to reach your goals?

Section III – Background Information

Industry Information

Identify your business industry

What are the current industry trends? Include growth patterns, niche markets and size of the market.

What are the future industry trends?

Business History (if applicable)

Provide a brief history of your business, including when it was founded, why it was started, profitability and growth patterns and how the business has changed over time.

How does your business fall into the current and future trends of the industry?

Section IV – Organizational Matters

Business Structure

Describe the legal structure of your business (sole proprietorship, partnership, corporation or limited liability company). Include in this the ownership of the business.

Management Team

Describe your management team. Include key positions and the qualifications (or needed qualifications) of employees.

Personnel

Describe the positions in your company, the job responsibilities and skills (or needed skills) of employees.

What is your plan for filling positions? Explain how you will recruit and what training might be needed.

Outside Advisors

Describe what outside advisors you will use to enhance your business. This should include the cost to your business and what services they will provide. Examples include: accountant, attorney, insurance agent and marketing agency.

If you will use an advisory board, list potential members and area of expertise.

Risk Management

What types of insurance will you require and what are the costs? (Include proof of insurance or a quote)

What are your exit strategies, including succession planning?

Process

Describe the process necessary to get your product/service to your customer. This should include your inputs, how you will add value, packaging and delivery. Also, include the type of labor inputs necessary.

for buying.

Section V – Marketing Plan

Products/Services

Describe each product/service you will sell. List each quarterly.

What is special or unique about the product/service you offer?

What benefit does the customer get from your product/service?

Who will your primary suppliers be? Will you have credit terms with them?

Customer Analysis

Describe the people buying or who are most likely to buy product/service. (If you have more than one target market, describe each). HINT: Resist the urge to say "everyone". Some people will use the products/service more often or in larger quantities than others.

Provide a customer profile including: gender, age, income, occupation, education and family status, or if selling to other business, provide an organizational profile including: purchasing decisions and procedures

Competitive Analysis

List your strongest three to five competitors and where they are located. What customer profiles are they targeting?

What are their strengths and weaknesses? Include the following factors: products, price, quality, location, selection, customer service, expertise, reliability, reputation, management and advertising.

What are your key competitive advantages? Explain why customers will buy from you rather than your competition.

Market Potential

Describe your geographic trade area.

Describe the size of your market in terms of potential customers. Include whether this market is growing, stable, declining and why.

What is your market potential in terms of total potential sales? This should be based on market size, target market size, number that will

be actual customers, average order size and number of orders per year.

Pricing

How will you price products/services? If necessary, include price strategy chart. Make sure you have considered your cost of goods.

How does this pricing position you in the market?

Promotional Strategies

Advertising

What advertising tools will you use and why did you choose these? Tools could include: newspaper, magazines, direct mail, yellow pages, radio, TV, Internet, business cards and brochures.

How often and how much will you spend on your advertising budget?

Public Relations

Explain if you will use public relations and what activities this might include as a part of your promotional strategies. These activities might include: trade shows, discounts, special events, sponsorship and customer service.

Personal Sales

What part does personal sales pay in the purchase of your product/service?

Who will be responsible for selling?

What qualifications will your salespeople be expected to have?

What are your customer service policies?

Section VI – Financial Plan

This is the part that scares many clients the most. Without realizing it, you have gathered most of the information needed in this section just by completing the previous sections. Your SBDC counselor can help you pull it all together.

Pre-Startup

How much money will it cost to get ready to open

- a. Building or remodeling costs
- b. Equipment, furniture and fixture costs
- c. Inventory costs
- d. Rent or mortgage, utilities, insurance and employees prior to opening

- e. Pre-opening advertising
- f. Attorney(s), accountant(s) and other consultants prior to opening

Historical Financial Documents for existing companies (if you are expanding or buying an existing business)

- Profit and Loss statements:
 1. Month-end for every complete month for the last 12 months
 2. Year-to-date for the current year
 3. Year-end for the last 5 complete years
- Balance Sheets
 1. Year-end for the last 5 complete years
 2. Year-to-date for current year
- Income Tax Returns for the last 5 complete years

How do you propose to finance this? How much will come from:

- g. Personal savings
- h. Bank loans
- i. Personal loans from friends or family
- j. Outside investors
- k. Other

Projections

2. What will your monthly sales be for the first year? What will your sales be for years 2 and 3?
3. What will your monthly expenses be for the first year? What will they be for years 2 and 3?
4. Complete Monthly Income, Cash Flow and Balance Sheet Projections for Years 1, 2 and 3. Be sure to include an explanation of how you came up with these numbers. It is critical for you to provide assumptions so that development of numbers can be understood.

Appendix and Attachments

Following this page, attach:

- Resumes
- Letters of endorsements
- Copies of contracts and agreements
- Licenses, certifications, and other credentials
- Copies of market study material and other data used to develop elements in the business plan