

THE BUSINESS PLAN

Business Plan Outline

There are many variations in form and content for a business plan, but they all contain the following basic elements:

- Executive Summary
- Company Overview
- Marketing Plan
- Financial Plan

The Company Overview, Marketing Plan and Financial Plan are all described in detail in the sections that follow. They will have different relative importance from company-to-company and it may be desirable to add other sections if a company has unique situations.

EXECUTIVE SUMMARY

Although this summary appears first in the plan, it will be the ***last section written*** because it will draw upon and condense the information presented in the other sections.

When completed, the Executive Summary should provide an *attention-getting* overview of the business that could even be used as a *stand-alone piece*. It is important that this section be written in a style that will *motivate the reader* to delve into the balance of the plan and further pursue an interest in the business.

Emphasize areas of the business that are of specific interest to the primary target audience.

COMPANY OVERVIEW

Purpose

The purpose of this business plan is to:

___ Seek financing; ___ Increase sales; ___ Improve profits;
___ Expand the business; ___ Improve cash management:

Background

Describe where the company is right now and how it got there, by briefly discussing each of the following:

History of Company, if applicable:

Founded in _____

Started by _____

Form of Organization:

The company is (or, will be):

- | | |
|---|---|
| <input type="checkbox"/> sole proprietorship; | <input type="checkbox"/> general partnership; |
| <input type="checkbox"/> S corporation; | <input type="checkbox"/> limited liability company (LLC); |
| <input type="checkbox"/> C corporation; | <input type="checkbox"/> uncertain. |

The owners of the company are:

Goals

Long-term goals for the business (in terms of size, profit, personal success) are ...

Customers, Products & Services

The business will do the following for customers:

What gave you the idea for this business?

The company will sell to:

The company will serve customers in the following geographic area:

The company will offer the following products and services:

Products to be sold by the company will be purchased / produced as follows:

Operations

Company facilities will be located at _____

The selected site is most suitable for the company because

Products to be sold by the company will be purchased / produced as follows:

Company operations will occur on the following schedule (days & hours):
Products to be sold by the company will be purchased / produced as follows:

About _____ square feet of space is required for company operations and administration.

Special requirements for company facilities include:

Production will be dependent on availability of the following machinery & equipment or special skills/expertise:

Management Team

The company will be managed by the following individuals, with the indicated primary responsibilities:

	Name	Title / Areas of Responsibility
1.	_____	_____
2.	_____	_____
3.	_____	_____
4.	_____	_____
5.	_____	_____

The company's management team members have the following qualifications for their stated responsibilities:

Name	Qualifications
1. _____	_____ _____ _____ _____
2. _____	_____ _____ _____ _____
3. _____	_____ _____ _____ _____
4. _____	_____ _____ _____ _____
5. _____	_____ _____ _____ _____

The company will employ the following people:

	Initially	<u>At End of Year Number</u>		
		1	2	3
Owner – Managers				
Non-Owner Managers				
Other Personnel				
Total Employees				

Key skills needed by company employees include:
