

Suggested Business Plan Outline

1. Business Plan Summary

- Describe your products and services
- Describe the history of your business
- Describe the legal structure of your business
- Describe your experience in this business
- Describe why the business is or will be successful

2. Market Analysis and Marketing

- Describe your product and services, their features and benefits to the customer
- How is your product made or how will your services be provided?
- Who are your suppliers?
- How will your services/products be delivered?
- What is happening in your industry and how will this impact your business?
- Who are your customers, how many will you have, what is important to them?
- Who are your competitors and what are their strengths and weaknesses and how can you capitalize on this?
- What advantages do you have over your competitors?
- What image will you have for the business? Business cards, website, tag lines?
- How will you set your prices? How do your prices compare to your competition? What discounts or promotions might you offer?
- How will you promote your business?

3. Operations

- Who will handle which functions in the business and what are their duties and qualifications?
- How many employees will you have and what will be the cost of hiring?
- What will the owners' draw be?
- Who will be your accountant, insurance agent, lawyer and other advisors?
- What permits, licenses or other regulations are you required to have to operate your business?
- How will you manage accounting, finances, record keeping, invoicing and accounts receivable?
- How will you manage sales tax, payroll and other taxes?
- What contingency plans do you have?

4. Financials

- Start Up Budget (new businesses)
- Cash flow projection
- Profit and Loss statements (existing businesses)
- Loan Budget (if applying for finance)