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)