

# Business Plan Outline

## EXECUTIVE SUMMARY

- A. What the organization is and does
- B. Who will purchase the product or service?
- C. Why am I uniquely qualified and skilled in managing the business?
- D. What are the financial results expected?
- E. How much capital is required and sources of capital?
- F. Assessment of risks

## BUSINESS CONCEPT

- A. Describe the unique qualities and value to customer of product or service
- B. Age, size and past performance of business
- C. Vision, along with short and long-term objectives with milestones

## PRODUCTS AND SERVICES

- A. Description
- B. Product life cycle
- C. Intellectual property, R&D activities

## MARKET ANALYSIS

- A. Industry Analysis
  - a. Outlook and trends
  - b. Current business conditions in:
  - c. National, regional, specific market
- B. Identify target market
- C. Analysis of competitors
- D. Market test results
- E. Regulatory environment

## MARKETING PLAN

- A. Marketing philosophy/organization
- B. Advertising and promotion
- C. Product price and sales terms
- D. Production capacity and Distribution

## OPERATIONS

- A. Location of business and special facility equipment needs
- B. Steps involved in producing product or service
- C. Suppliers
- D. Costs to produce product or service
- E. Personnel requirements
- F. Licenses and permits needed

## OWNERSHIP, MANAGEMENT AND ORGANIZATIONAL PLAN

- A. Organizational structure
- B. Key managers, functions and qualifications
- C. Legal form of ownership

## FINANCIAL DATA

- A. History, if applicable
- B. Income statements (projected)
- C. Cash flow forecasts
- D. Balance sheets (proforma)
- E. Breakeven analysis
- F. Working capital analysis
- G. Source and applications of capital

## CRITICAL RISKS

- A. Potential problems that could arise and their likelihood
- B. Plans to manage problems