

[Enter Business Name Here]
Business Plan

[Address]
Telephone: [Phone Number]
Contact: [Your Name]

[Date]

[Confidentiality Statement]

Contents

Include a table of contents so that investors can quickly find the information they are looking for.

Introduction

[Background]

[Summary of financial needs]

Include the general nature of the business, what your product or service is and why it is unique, and why you believe the business will be successful.

Revise this section after you complete a detailed financial plan.

Executive Summary

Write the Executive Summary section last!

[Company information]

[Market opportunity]

What product or service do you provide? What is your competitive advantage? When will the company be formed? What are your company objectives? What is the background of you and your management team?

What is the expected size and growth rate of your market, your expected market share, and any relevant market trends?

Benefits to the Community

Economic Development

[Describe jobs created by the business]

[How will purchases for the business help other local businesses?]

[Any additional information]

Community Development

[How will the company's goods/services help the community?]

[Any additional information]

Human Development

[How will the business help its employees?]

[Any additional information]

Company Analysis

Form of Business Ownership

[Will your business be a sole proprietorship, partnership, or corporation? Why?]

[Describe any necessary licenses or permits and your plans for obtaining them.]

[Will yours be an independent business, a takeover of an existing business, an expansion of an existing business, or a franchise?]

[Any additional information]

About the Company

[If you are taking over or expanding an existing business, describe any relevant history.]

[How will the business satisfy customer needs?]

[How did you choose and develop the company's products/services, and how are they unique?]

[Any additional information]

Industry Analysis

[In what industry does the business operate?]

[Who are the competitors?]

[Have any other businesses recently entered or exited the industry?]

[How will the business be profitable, and what are the growth opportunities?]

[Describe any e-business opportunities.]

[Any additional information]

Management Team

[Who are the key members of the business team?]

Include a résumé for each key person in the Appendix.

[How will the company be structured?]

Include an organizational chart in the Appendix.

[How is the team balanced in terms of skills?]

[What is the company's management philosophy and culture? What is your leadership style?]

[Describe the key management positions and compensation for those positions.]

[What other professionals will assist the management team?]

[Any additional information]

Manufacturing and Operations Plan

Location and Space Requirements

Include a floor plan in the Appendix.

[Where is the planned location?]

[Discuss the location's proximity to customers and suppliers.]

[Discuss tax rates and zoning requirements for the location.]

[Discuss transportation issues.]

[Discuss utility costs.]

[Will you rent, lease, or purchase the facility?]

[Any additional information]

Equipment

[Will you rent or purchase equipment?]

[Any additional information]

The next section covers the labor force in depth. This section should discuss the labor force as it relates to your location, manufacturing, and operations plans.

Labor Force

[Discuss the local labor pool. Is there a sufficient quantity of skilled people to meet the business's needs?]

[Discuss wage rates and unionization issues.]

[Any additional information]

Inventory Control

[How will you control quality, inventory, and production?]

[Any additional information]

Purchasing Requirements

[Will you make or purchase component parts to be assembled into the finished product?]

[Any additional information]

Subcontractors and Suppliers

[Who are your potential subcontractors and suppliers?]

[Any additional information]

Labor Force

Labor Requirements

[How many employees are needed? Full time or part time?]

[What are the job qualifications?]

[Will you have written job descriptions?]

[What will you pay your employees? How does that compare with the going rate in your region and industry?]

[Any additional information]

Selection, Orientation, and Training

[Do you have a job application form?]

[What criteria will you use in selecting employees?]

[What orientation process will there be for new employees?]

[How will new employees be trained?]

[Any additional information]

Evaluation, Policies, and Rules

[How will employees be evaluated?]

[Will authority be delegated to employees?]

[How will you discipline employees?]

[What will you do when employees resign?]

[Any additional information]

Marketing Plan

Target Market(s)

[What is/are your target market(s) and what common needs can the business satisfy?]

[What are the current needs of each target market? Describe the target market in terms of demographic, geographic, psychographic, and product usage characteristics.]

[What changes in the target market are anticipated?]

[What advantages and disadvantages do you have in meeting the target market's needs?]

[What are the relevant aspects of consumer behavior and product use?]

[Any additional information]

Environment

[What are the competitive, legal, political, economic, technological, and sociocultural factors affecting your marketing efforts?]

[Any additional information]

Marketing Objectives

Make sure your marketing objectives are clearly written, measurable, and consistent with your overall marketing strategy.

[Describe your product introduction, improvement, or innovation]

[State the market size in dollars and units. Indicate your primary and secondary sources of data and the methods used to estimate total market size and your market share.]

[Describe your distribution plans.]

[Describe your pricing objectives.]

[Describe your advertising and promotion efforts.]

Prepare advertising samples for the Appendix.

[How will the results of your marketing plan be measured and evaluated?]

[Any additional information]

Financial Plan

Remember, most lenders and investors insist that you submit current financial statements that have been prepared by an independent CPA.

Startup and Operating Needs

[How much money do you have, and what is the actual amount of money you need to open your business (start-up budget)?]

[How much money is needed to keep the business open (operating budget)? Prepare a realistic budget.]

[What sources of funding do you anticipate?]

[Any additional information]

Financial Statements

[Prepare an income statement by month for the first year of operation and by quarter for the second and third years.]

[Prepare balance sheets for each of the first three years of operation.]

[Any additional information]

Financial Analysis

[Prepare a breakeven analysis. How many units of your products or service will have to be sold to cover your costs?]

[Reinforce your final projections by comparing them with industry averages for your chosen industry.]

[Any additional information]

Exit Strategy

[How do you plan to get yourself (and your money) out of the business?]

[Do you intend to grow the business to the point of an IPO?]

[Do you intend to sell the business?]

[How will investors get their money back?]

[Any additional information]

Critical Risks and Assumptions

[What will you do if your market develops either more slowly or more quickly than anticipated?]

[How will you react to competitor challenges such as underpricing or new products that make yours obsolete?]

[How will you react to favorable or unfavorable changes in the industry?]

[How will you react if there is a labor shortage or other labor-related issue?]

[How will you react if there is an erratic supply of products or raw materials?]

[Any additional information]

Appendix

Include supplemental information, such as an organization chart, résumés of key owners and managers, a floor plan, and advertising samples.