

Your Business Plan

1. Executive Summary

- a. Business Description: *What does your business do? How, and why? (Write this section last.)*

2. Organizational Plan

- a. Legal Structure: *What is the legal form of your business? Why is this best for your situation?*
- b. Short and long term goals for the business: *What will the business look like in a year? Five years?*
- c. Management & Personnel Structure: *What positions are needed to operate and manage this business?*
- d. Owner's Experience & Background: *How are you qualified to run this business?*
- e. Location Description and Occupancy Terms: *Where will you operate? Does it fit the physical needs of your business? Will growth or lease length force you to change locations?*
- f. Permits & Licenses: *What permits or licenses will you need to operate your business?*
- g. Accounting and Record Keeping System: *How will you track the financial performance of your business?*

3. Marketing Plan

- a. Products & Services: *What are you providing to your customer?*
- b. Market Need: *Why will the customer want your product/service? What need is being addressed?*
- c. Target Market: *Who are your best customers? Why will they want your product/service?*
- d. Market Potential: *How many customers are likely to be interested in your product/service?*
- e. Competitive Analysis & Strategy: *Who is your competition? Compare your strengths and weaknesses with them.*
- f. Market Position: *What distinguishes your company, service or product from your competition?*
- g. Pricing Strategy: *Where will you focus: Discount, Mid-market or high end? Why?*
- h. Promotional Strategy and Plan: *How will you reach your target customers?*
- i. Market Goals & Projected Sales: *Describe your goals, and why they are realistic.*

4. Financial Plan

- a. Personal Cash Flow: *How will the costs of starting a business fit into your life?*
- b. COGS: *What are the costs of each sale of your product or services?*
- c. Gross Profit: *How much is left after each sale to cover your overhead expenses?*
- d. Overhead Expenses: *What are the costs of keeping your business open and operating?*
- e. Break Even Point: *How much revenue will you need each month to break even?*
- f. Profit & Loss Projections: *What will the financial performance of the business look like for the coming year?*
- g. Business Cash Flow Projections: *Will you have enough cash on hand to meet the needs of your business?*
- h. Start-up Costs: *What are the total costs for you to start up this business?*
- i. Sources of Capitalization: *Where will you find the money to cover your start-up costs?*

5. SWOT Analysis

- a. Internal Strengths & Weaknesses
- b. External Opportunities & Threats

6. Additional Information

- a. Lease, marketing materials, customer lists, supplier/ vendor lists, photographs, etc.