

Business Plan

Executive Summary

Explain the fundamentals of your business: What is your product? Who are your customers? Who are the owners? What do you think the future holds for your industry?

Make it enthusiastic, professional, complete, and concise.

General Company Description

Mission Statement, 30 words or less explaining your reason for being and your guiding principles.

Company Goals and Objectives, today, this year, next year, 5 years down the road

Business Philosophy, What is important to you in your business.

Who is your target market? More about this in the marketing plan.

Describe your industry. Is it a growth industry? What changes do you foresee in your industry both short and long term and are you ready to take advantage of those changes?

Legal form of ownership. Sole proprietor, partnership, corp, or LLC and why.

Products and Services

Describe in depth your products or services

What factors will give you competitive advantages or disadvantages? Examples include level of quality or unique or proprietary features.

What are the pricing, fee, or leasing structures of your products or services?

Operational Plan

Explain the daily operation of the business, its location, equipment, people, processes, and surrounding environment.

- Production
- Location
- Legal environment
- Personnel
- Inventory
- Supplies

- Credit Policies
- Accounts Payable

Management and Organization

Who will manage the business on a day-to-day basis? What experience does that person bring to the business? What special or distinctive competencies? Is there a plan for continuation of the business if this person is lost or incapacitated?

Professional and Advisory Support

- Attorney
- Accountant
- Insurance agent
- Banker
- Consultant or consultants
- Mentors and key advisors

Personal Financial Statement

Review personal financial outline(s) for each owner and major stockholder, showing assets and liabilities held outside the business and personal net worth.

Financial Plan

The financial plan consists of a 12-month profit and loss projection, a four-year profit and loss projection, a cash-flow projection, a projected balance sheet, and a break-even calculation. Together they constitute a reasonable estimate of your company's financial future. More important, the process of thinking through the financial plan will improve your insight into the inner financial workings of your company.