

BUSINESS PLAN OUTLINE

- I. Cover Letter
 - A. Dollar amount requested
 - B. Terms and timing
 - C. Type and price of securities, if any
- II. Executive Summary
 - A. Business description
 - B. Business goals
 - C. Summary of financial needs ad application of funds
 - D. Earnings projections and potential return to investors
- III. Market Analysis
 - A. Description of total market
 - B. Industry trends
 - C. Target market
 - D. Competition
- IV. Products or services
 - A. Description of product line
 - B. Proprietary position: patents, copy rights, and legal and technical considerations
 - C. Comparison to competitors' products
- V. Manufacturing process (if applicable)
 - A. Materials
 - B. Source of supply
 - C. Production methods
- VI. Marketing strategy
 - A. Overall Strategy
 - B. Pricing policy
 - C. Methods of selling distributing and servicing products
- VII. Management plan
 - A. For of business organization
 - B. Board of directors composition
 - C. Officers: organization chart and responsibilities
 - D. Resumes of key personnel
 - E. Staffing plan/number of employees

- F. Facilities plan/number of employees
- G. Operating plan/schedule of upcoming work for next one or two years

VIII. Financial data

- A. Financial statements (previous three to five years)
- B. Five-year financial projections (first year by quarters; remaining years annually)
 - 1. Profit and loss (income) statements
 - 2. Balance sheets
 - 3. Cash flow projections (monthly for two years)
 - 4. Capital expenditure estimates
- C. Explanation of projections (Assumptions)
- D. Key business ratios
- E. Explanation of use and effect of new funds
- F. Potential return to investors; comparison to average return in the industry as a whole
- Brief and to the point
- If the summary and financial projections make financial sense, the rest of the plan will have additional value.
- Plans should be no more than 20-25 pages long.
- Additional research data, surveys, letters of intent, resumes, catalog pages, samples, diagrams, and other information should be included in a separate binder or folder as the appendix. (loose-leaf binder)
- Have someone read your plan for style, spelling, grammar, accuracy, consistency, and completeness.
- An easy plan to read and understand

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