

Below is an outline to help you in preparing your business plan.

Business Plan Outline

Cover Page

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Executive Summary or Business Overview

Summaries of:

- A description of your company, including the products and/or services you offer,
- Your mission statement,
- Your business's structure and management set-up,
- The market(s) you will be operating in and your target market(s),
- Details of your marketing strategies, and the marketing mix (the 4 P's),
- Details of your major competitors,
- A snapshot of your operational plans,
- A snapshot of your financial projections and plans.

Products and Services [benefits, differentiator]

Defining the Market [market research, competitor analysis, demographics and opportunity]

Competitor Analysis

How much market share do your competitors have? Why will customers choose your product or service instead of theirs? What are the barriers to entry?]

Marketing Strategy [sales and promotion, goals and objectives]

Operations Plan [risk factors, what could go wrong and a plan to avert it]

Management Team [bios, skills, qualifications and accomplishments they bring to the table]

Financial Summary

Startup costs

Financials

Projected Cash Flows

A 12-month trailing income statement, balance sheet and cash flow statement. Then project all three statements forward at least three years. Also, do a break-even analysis that shows how much revenue you need to cover your initial investment. Exactly how much money does your business stand to make? More important, when will the cash come in the door?

Sales/Stock Plan

Exit Strategy for Investors