

Sample Business Plan Outline

1. Executive Summary may include but is not limited to:
 - a. Name your Business
 - b. Briefly describe your business and the market it will serve
 - c. Qualification of the management team and their related experience
 - d. Synopsis of investment needed, owner equity and financial projections

2. Company Concept:
 - a. Explain the product or service
 - b. Explain who will do what
 - c. What the legal form of the business
 - d. Short and long term goals
 - e. History of the industry
 - f. Industry competition
 - g. Include any major influences, government regulation, etc...

3. Marketing Plans:
 - a. Market description
 - b. Customer description
 - c. Who will lead the marketing team
 - d. Competition comparison
 - e. What will make you company stand out
 - f. What advantages if any do the competitive have
 - g. Marketing schedule including who, when and projected cost
 - h. Results expected

4. Facilities and Production
 - a. Description of the space and equipment needed
 - b. Capacity and output projections
 - c. Who are the suppliers and vendors the company will use
 - d. Workforce size and skills
 - e. Explain any outsourcing or subcontracting
 - f. Provide samples of packaging and explain shipping

5. Workforce and Consultants
 - a. Name consultants and professional the business employs, financial, legal etc...
 - b. An organization chart or chain of command
 - c. Explain any additional personnel that are needed

6. Financials
 - a. Include a statement of funding being requested and how the funds will be used
 - b. Explain any future funding that may be needed
 - c. Profit and Loss Statement
 - d. Balance Sheet
 - e. Cash Flow covering three years, past, present and projected
 - f. A Personal Financial Statement