

Business Plan Outline

PART ONE	TITLE	_____
INTRODUCTORY SECTION	COMPANY NAME BUSINESS ADDRESS NAME OF OWNER(S)	_____
Introduce Your Company	BUSINESS IDEA	_____
Write an Executive Summary	MISSION STATEMENT	_____
Write a Mission Statement		_____
PART TWO	LEGAL FORMATION	_____
THE COMPANY	LOCATION DESCRIPTION MANAGEMENT EXPERIENCE	_____
Describe Your Company	FEATURES & BENEFITS OF PRODUCT OR SERVICE	_____
Describe Your Product or Service	EQUIPMENT NEEDED STAFF REQUIRED	_____
Describe Your Operating Plan	PROJECTED OVERHEAD	\$ _____
PART THREE	TARGET MARKET	_____
MARKETING PLAN	CURRENT INDUSTRY TRENDS	_____
Describe Your Market	STRENGTH OF COMPETITION	_____
Describe Your Marketing Strategies	SALES STRATEGY ADVERTISING METHODS MARKETING ADVANTAGE OVER COMPETITION	_____
PART FOUR	CASH ON HAND	\$ _____
FINANCIAL PLAN	LOANS REQUIRED	\$ _____
Make Financial Projections	PROJECTED SALES & PROFITS	\$ _____ \$ _____
Make Closing Statements	SUMMARY OF BUSINESS PLAN OBJECTIVES	_____