

THE BUSINESS PLAN

I COVER SHEET

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III EXECUTIVE SUMMARY

A. Brief summary of plan

1. Major objectives
2. Product/service(s) description
3. Marketing strategy
4. Management strengths
5. Financial projections

IV BUSINESS DEVELOPMENT

A. Description of the business

1. Industry Analysis (SIC/NAICS Code Search)
2. Nature of the firm
3. Major business objectives
4. Legal form of organization (include documents)

B. Product/Service

1. What is your product or service?
2. Initial inventory required
3. Methods of inventory management, planning and control
4. Licenses, permits or regulatory requirements

C. Location

1. Description of location
2. Advantage to business development
3. Building description, condition, renovation needed
4. Licenses and permits required (zoning – CUP)
5. Terms of lease or sale
6. Interior layout and design

V. ORGANIZATION PLAN

A. Owner's Info

B. Key Management Members

1. List key managers
2. Duties and responsibilities
3. Qualifications and experience

C. Outside resources, attorney and accountant

VI MARKETING PLAN

1. Demographic and Market Segmentation
2. Market Analysis/Targeted customer groups
3. Products/Service Mix
4. Competitor Analysis
5. Budget for promotion
6. Advertising plan: media selection, schedules

VII FINANCIAL PLAN

A. Historical Financial Data

1. Aging of A/R and A/P
2. Income Tax Returns and Financial Statements for the past 3 years

B. Financial Projections

1. Sources / applications of financing
2. Pro Forma balance sheet
3. Income Statement projections
 - a. 3 year summary
 - b. Financial Assumptions
4. Monthly cash flow projection for one year

C. Supporting Financial Data

1. Capital equipment list (existing and needed)
2. Inventory list (existing / needed)