

## BUSINESS PLAN OUTLINE

1. Cover sheet
  2. Statement of purpose – Executive Summary –mission statement, vision statement
  3. Table of contents
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- I. The Business
    - A. Description of business - What product or service will you sell? At what price? What is your competitive advantage?
    - B. Marketing – Who is your target market? How will you reach them? Why will they buy from you? What is your marketing budget?
    - C. Competition & Industry Trends - Is the industry growing or declining? Is there new technology, if so will you be behind or ahead of the curve? Who is the competition? What are their strengths & weaknesses? Are they growing or struggling?
    - D. Operating procedures – Explain staffing plans & costs, hours of operation, production process, inventory management, quality control, tracking & reporting of finances & performance.
    - E. Business Structure & Management Personnel – Is this a sole proprietorship, a corporation, a partnership, or an LLC ? Who is in charge of what? And what makes them qualified?
    - F. Plans for Growth/Expansion and Exit Strategy – Where will the business be (and what will your role be) in 3 years? 5 years? How and when will you (& other investors) get your investment back?
    - G. Financial Data
    - H. Loan applications
      1. Capital equipment and supply list
      2. Beginning balance sheet
      3. Breakeven analysis
      4. Pro-forma income projections (profit & loss statements)
        - a. Five-year summary
        - b. Detail by month, first year
        - c. Annual thereafter unless seasonality hasn't been established in Year 1
        - d. Assumptions upon which projections were based
      5. Pro-forma cash flow
        - a. Follow guidelines for #4.
    - I. Supporting Documents
      1. Tax returns of principals for last three years and current balance sheets
      2. In the case of a franchised business, a copy of franchise contract and all supporting documents provided by the franchisor
      3. Copy of proposed lease or purchase agreement for building space
      4. Copy of licenses and other legal documents
      5. Copy of resumes of all principals
      6. Copies of letters of intent from suppliers, etc.