# Business Plan Outline

## Executive Summary (covered in Chapter 4) – This is done last

### Business Rationale

* + 1. Brief explanation of what the business will do and why the business is needed

### Owner Qualifications

* + 1. Description of your qualifications to run the business

### Financial Information

* + 1. Expected expenses, revenues and profits for the first 2 to 3 years
    2. Level of funding needed and specific uses of borrowed funds

## Business Description (covered in Chapter 4)

### Company Description

* + 1. A short description of the business (1 to 3 sentences that includes the business name, brief description of the business’ product or service and target customers)

### Business History

* + 1. A history of how you came up with the business idea, why the business is needed, and your qualifications and accomplishments

### Form of Ownership

### Industry Trends

* + 1. Industry trends including sales, products, competition, marketing, regulations, and financials of the industry you are entering

### Owner Background Information

* + 1. Your background including training and experience in the business industry, management, marketing, and accounting
    2. Resources or expertise you will use to cover gaps in your skill set

## Marketing Plan (covered in Chapter 5)

### Features and Benefits

* + 1. The main features of the business and the benefits to customers

### Business Name

* + 1. Description of why you chose this business name and business name availability

### Target Market

* + 1. Target customers, including a description of your customer

### Competition

* + 1. Existing competition including a description of their products or services, pricing, weaknesses and strengths
    2. How your business differs from the competition and will gain market share

### Advertising and Promotion Strategies

* + 1. A description of your marketing, advertising and promotion strategies to reach customer segments

## Operations Plan (covered in Chapter 6)

### Facilities

* + 1. Facilities including the physical location, building and lot specifications, and site ownership/lease arrangements

### License, Permits, Insurance, Taxes

* + 1. Legal requirements, including licensing, taxpayer registration, and insurance requirements

### Inputs

* + 1. Inputs description and costs including:
       1. Capital expenditures
       2. Fixed operating costs
       3. Variable operating costs

### Production Methods

* + 1. Production methods or the process you will use to produce your product, sell an item, or provide a service

### Management Methods

* + 1. Description of the day-to-day management of the business

### Employees and Contracted Services

* + 1. Description of your paid and unpaid workers and any services, such as accountant and legal services, you will use

## Financial Plan (covered in Chapter 7)

### Need For and Sources of Cash

* + 1. The need for, and sources of, cash to cover pre-opening and post-opening expenses

### Break-Even Analysis

* + 1. Break-even analysis and pricing description

### Sales Forecast

* + 1. The level of sales you expect during the business start-up phase

### Cash Flow Statement

* + 1. Statement that shows when the business with receive cash (receipts) and when cash is needed to pay bills (disbursements)

### Income Statement

* + 1. A statement that projects total sales, costs of goods sold, gross profit, fixed operating and other expenses, pre-tax profit, and net profit over a specific period of time (usually one year)

### Balance Sheet

* + 1. A statement that shows how much the business is worth as a specific point in time based on total assets minus total liabilities