Your Business Plan

1. Executive Summary
   a. Business Description: What does your business do? How, and why? (Write this section last.)

2. Organizational Plan
   a. Legal Structure: What is the legal form of your business? Why is this best for your situation?
   b. Short and long term goals for the business: What will the business look like in a year? Five years?
   c. Management & Personnel Structure: What positions are needed to operate and manage this business?
   d. Owner’s Experience & Background: How are you qualified to run this business?
   e. Location Description and Occupancy Terms: Where will you operate? Does it fit the physical needs of your business? Will growth or lease length force you to change locations?
   f. Permits & Licenses: What permits or licenses will you need to operate your business?
   g. Accounting and Record Keeping System: How will you track the financial performance of your business?

3. Marketing Plan
   a. Products & Services: What are you providing to your customer?
   b. Market Need: Why will the customer want your product/service? What need is being addressed?
   c. Target Market: Who are your best customers? Why will they want your product/service?
   d. Market Potential: How many customers are likely to be interested in your product/service?
   e. Competitive Analysis & Strategy: Who is your competition? Compare your strengths and weaknesses with them.
   f. Market Position: What distinguishes your company, service or product from your competition?
   g. Pricing Strategy: Where will you focus: Discount, Mid-market or high end? Why?
   h. Promotional Strategy and Plan: How will you reach your target customers?
   i. Market Goals & Projected Sales: Describe your goals, and why they are realistic.

4. Financial Plan
   a. Personal Cash Flow: How will the costs of starting a business fit into your life?
   b. COGS: What are the costs of each sale of your product or services?
   c. Gross Profit: How much is left after each sale to cover your overhead expenses?
   d. Overhead Expenses: What are the costs of keeping your business open and operating?
   e. Break Even Point: How much revenue will you need each month to break even?
   f. Profit & Loss Projections: What will the financial performance of the business look like for the coming year?
   g. Business Cash Flow Projections: Will you have enough cash on hand to meet the needs of your business?
   h. Start-up Costs: What are the total costs for you to start up this business?
   i. Sources of Capitalization: Where will you find the money to cover your start-up costs?

5. SWOT Analysis
   a. Internal Strengths & Weaknesses
   b. External Opportunities & Threats

6. Additional Information
   a. Lease, marketing materials, customer lists, supplier/vendor lists, photographs, etc.