

# Business Plan Outline

*A business plan is the basic road map to a successful business. This business plan outline will help in developing a formal business plan. Please have a complete business plan when you meet with your **Small Business Development Center (SBDC)** business advisor.*

## **Cover page**

- 1. Company Name**
  - Address
  - Telephone number/ fax
  - Email/ website
- 2. Chief Executive officer name**
- 3. Confidentiality statement**

## **Table of Contents**

- Topic or sections
- Corresponding page numbers

## **Executive Summary**

- Highlight business concept
- Management expertise
- Summarize sales/ profit forecasts
- Purpose of financing

## **Description of product or service**

- Cycle in your business of how operations are conducted
- Explain importance of each product/ service
- Design, style, and trademark possibilities
- Discuss quality and durability
- Address your competitive advantages by product or service
- Point out any research or new technology updates

## **Industry Characteristics**

- 1. Brief description of industry**
  - Terms of sales volume
  - Number and size of firms in industry
  - Average profits
  - Growth of industry in relation to growth of the economy
  - Any seasonal or cyclical changes
  - Include any state, federal, or local laws or regulations pertaining to your business

## **Operations**

- 1. Business Concept**
  - History (if established business)
  - Evolution of product
- 2. Merchandising Plan**
  - Type of equipment or machinery required
  - Will you buy or lease?
  - Means of acquiring necessary equipment

## **Facility**

- Location, size accessibility, zoning
- Special physical requirements
- Hours of operation

## **Management & Organization**

### **1. Management Background**

- Experience/ affiliation
- Strengths
- Education

### **2. Organization**

- Legal structure
- Duties/ Responsibilities/ job description
- Board of Directors Advisors ( list)
- Number of employees, current and projected

## **The Market**

### **1. Market Analysis**

- Current and potential customers
- Customer buying motivations
- Target market

### **2. Marketing Strategy**

- Promotion and advertising
- Location
- Image, pricing, and packaging
- Distribution channels
- Selling methods
- Sales goal

## **Financial**

### **1. Current Condition**

- Balance sheets from past three years
- Business Profit and Loss Statements from past three years
- Personal balance sheet for all persons with 20% or more ownership
- Detailed account of start up costs
- Monthly expenses

### **2. Request for financing**

- Amount of money being borrowed stated clearly
- List all potential funding sources including any contributions by the owner
- List what the capital will be used for

## **Appendix**

- All support data such as leases, resumes, contracts, permits, etc.
- Articles of incorporation/ organization, or partnership agreement
- Letters of intent
- Letters of reference
- Technical support documentation

**See Page 27 for a full business plan questionnaire. Please contact your local Small Business Development Center (Small Business Development Center) listed on page 3 for direct support and assistance.**