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## THE BUSINESS PLAN

### I COVER SHEET

### II TABLE OF CONTENTS

### 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)