Start-Ups

Building A Business Plan

Template



SUCCESS

Company Name

Business Plan

Date

Street Address
City, State & Zip Code
Phone Number
E-Mail Address
Web Address

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Executive Summary

What: Type of business, products/services, business concept, "the opportunity," etc.							
Who: You and your team (owners and key personnel), target markets and competition							
Why: Other reasons you think your business will succeed, e.g. economics, profit potential, market share, sales projections, months to break-even or positive cash flow, market and industry trends, competitive advantage, etc.							

After reviewing this section the reader should:

- Want to learn more about your business
- Have a basic understanding about your company

Business Description & Vision

Mission Statement						
Company Vision						
Business Goals and Objectives Short Term						
Long Term						

Brief History of the Business						
List of Key Company Principals						
After reviewing this section the reader should know:						
 Who the business is and what it stands for Your perception of the company's growth & potential Specific goals and objectives of the business Background information about the company 						
Definition of the Market						
Business Industry and Outlook						
Specific Customer Needs						

Targeted Customers
Customer Profile
After reviewing this section the reader should know:
 Basic information about the industry you operate in and the customer needs you are fulfilling The scope and share of your business market, as well as who your target customers are
Description of Products
and Services
Description of Products and Services

Product Pricing
Description of how your products and services are competitive.
Reference applicable graphics and brochures

After reviewing this section the reader should know:

- Why you are in business
- What your products and services are and how much they sell for
- How and why your products & services are competitive

Organization and Management

Description of how the company is organized						
Legal form of ownership						
Evaluation of how things got done						
Explanation of how things get done						
Deguined licenses and normits						
Required licenses and permits						
Bio description of key company managers						

After reviewing this section the reader should know:

- The legal form of ownership
- Who the leaders are in your business as well as their roles
- The general flow of operations within the firm

Marketing and Sales Strategy

Identify and describe your market – who your customers are and what the demand is for your products and services					
Describe your channels of distribution					
Explain your sales strategy, specific to pricing, promotion, products and place (4Ps)					

After reviewing this section the reader should know:

- Who your market is and how you will reach it
- How your company will apply pricing, promotion, product diversification and channel distribution to sell your products and services competitively

Financial Management

New Business

- Estimate of start-up cost
- Projected balance sheet (1 year forward)
- Projected income statement (1 year forward)
- Projected cash flow statement (12 months forward)

Existing Business

- Balance sheets (last 3 years)
- Income statements (last 3 years)
- Cash flow statement (12 months)

If Applying for a Loan

Current personal financial statement on each principalFederal tax return for prior year								

After reviewing this section the reader should:

 Have a good understanding regarding the financial capacity and/or projections for your company

Appendices

This section should include as attachments:

- **1.** Company brochures
- 2. Resumes of key employees
- **3.** List of business equipment
- 4. Copies of press articles and advertisements (if available)
- 5. Pictures of your business location and products
- **6.** Information supporting the growth of your industry and/or products
- **7.** Key business agreements, such as lease, contracts, etc.