

## **SAMPLE BUSINESS PLAN TABLE OF CONTENTS**

### **Executive Summary**

#### **Organization**

- Description of Business
- Products & Services
- Location
- Owners & Management Team
  - Who Are They?
  - Why Are They Qualified?
- Board of Director's or Advisory Board
- Organization Chart
- Legal Structure
- Employee Recruitment & Retention
- Recordkeeping
- Professional Relationships
  - Attorney
  - Banker
  - CPA/Accountant
  - Insurance Agent
  - Consultant
  - Other Professional Advisors

#### **Industry & Markets**

- Industry
  - Description of Industry
  - Industry Trends
  - Laws & Rules Applying to Your Industry
  - Special Industry Considerations
    - Capital Restraints
    - Environmental Issues
    - Ease/Difficulty of Entering Industry
- Market Segments
  - Brief Description of Major Market Segments
  - Detailed Description of Your Market Segment
  - Special Market Segment Considerations



## **Industry & Markets (Cont'd)**

### Competition

List Competition (Direct & Indirect)

Brief Description of Direct Competitors

Company Name & Locations

Description of Product or Service

Strengths & Weaknesses

People

Capital

Technology

Intellectual Property

Market Position

History

Location

### Customers

Who Are They?

Where Do They Live & Work?

Where Do They Play?

How Much \$ Do They Make?

Define Using WHATEVER Socio-Demo-Geo-Characteristic Is Important

### Company

Strengths

Weaknesses

Opportunities

Threats

## **Marketing Plan**

Marketing Objectives

Product

Pricing

Distribution

Promotion



## **Financial Analysis & Pro Forma Financials**

- Financial & Sales Goals
- Resources Needed
  - Capital Equipment
  - Start-Up Costs
  - Marketing Collateral
  - Product Samples
- Summary of Financial Need
- Pro Forma Income Statement
- Pro Forma Balance Sheet
- Cash Flow Report
- Break Even Analysis
- Ratio Analysis w/Industry Standards
- Financial Projection Assumptions

## **Addenda**

- Management Resumes
- Owners Personal Financial Statement
- Owners Tax Returns
- Legal Documents
  - Articles of Organization
  - Operating Agreement
- Real Estate & Equipment Lease Agreements
- Other Loan or Financing Agreements
- Patents
- Other Pertinent Documents