

BUSINESS PLAN OUTLINE

A business plan is used to introduce your business to prospective lenders. It will show them how well your proposal has been thought through. The length and sequence of contents in a business plan will vary depending on the type of and complexity involved in a project. In addition, if the business is a start-up, the business plan should provide more detail in the areas of management, market, and product or service.

The format of the business plan below is designed for a business operation. Overall length of 2 - 5 pages is sufficient.

1. DESCRIPTION/INTRODUCTION OF THE BUSINESS

- Name and Location
- Legal Structure
- Principal Owners
- Nature of Business

2. PRODUCT OR SERVICE OFFERED

- Describe Product Lines or Type(s) of Service
- Describe Materials and Supply Sources
- Quality and Cost of Product or Service

3. MARKET INFORMATION

- Describe the Market Area and Trends in that Area
- Customers and Potential New Customers
- Competition: Locations and Size
- Summarize Advantages of your Product/Service over Competition
- The following are some questions you should take into consideration when completing your market study:
 - a. Do you know who your customer will be? What are their ages, family make-up and income level? How often will they purchase your product or service?
 - b. Have you determined if the site you've selected for your business is the best of all possible locations available to you?
 - c. Have you determined that the prices you expect to charge are the right ones for your patrons? Will this pricing level produce the greatest volume of business while delivering the most revenues?
 - d. Have you determined how you will let prospective customers know you are in business?
 - e. Have you determined what you will tell prospective customers to motivate them to patronize your business?

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4. ADVERTISING AND DISTRIBUTION

- Methods of Advertising and Promotion
- Sales Methods
- Pricing Policy Customer Service
- How will you Reach your Targeted Buyers

5. FACILITIES

- Location
- Lease Terms
- Size, Zoning
- Age and Condition
- Expansion Opportunities

6. MANAGEMENT AND PERSONNEL

- Management Expertise
- Key Personnel (Position, Qualifications)
- Present and Future Manpower Requirements
- Personnel Breakdown: Skill Level, Hours, Wage Rates

7. BENEFITS TO COMMUNITY

- Jobs Created/Retained
- Benefit to Low-Moderate Income Residents, Training Agreements, etc.
- Meeting Community Needs
- Increased Community Tax Base

8. FINANCIALS

- Monthly Profit & Loss Actual
- Income Statement
- Balance Sheet
- Profit & Loss Projections
- Break-Even Analysis

9. SUMMARY OF FUTURE PLANS

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- Short-range and Long-range
- Expansion

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