

"A Sample Business Plan Outline"

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This is "part one" of a business plan, of course there are the other components that make up a business plan, for more details email the author at her email address listed at the end of this document.

- I. Cover Letter
 - A. Dollar amount requested
 - B. Terms and timing
 - C. Type and price of securities

- II. Summary
 - A. Business description
 - 1. Name
 - 2. Location and plant description
 - 3. Product
 - 4. Market and competition
 - 5. Management expertise
 - B. Business goals
 - C. Summary of financial needs and application of funds
 - D. Earnings projections and potential return to investors

- III. Market Analysis
 - A. Description of total market
 - B. Industry trends
 - C. Target market
 - D. Competition

- IV. Products or Services
 - A. Description of product line
 - B. Proprietary position: patents, copyrights, and legal and technical considerations
 - C. Comparison to competitors' products

- V. Manufacturing Process (if applicable)
 - A. Materials
 - B. Source of supply
 - C. Production methods

- VI. Marketing Strategy
 - A. Overall strategy
 - B. Pricing policy
 - C. Method of selling, distributing, and servicing products

- VII. Management Plan
 - A. Form of business organization

- B. Board of directors composition**
- C. Officers: organization chart and responsibilities**
- D. Resumes of key personnel**
- E. Staffing plan/number of employees**
- F. Facilities plan/planned capital improvements**
- G. Operating plan/schedule of upcoming work for next one to two years**

VIII. Financial Data

- A. Financial statements (five years to present)**
- B. Five-year financial projections (first year by quarters; remaining years annually)**
 - 1. Profit and loss statements**
 - 2. Balance sheets**
 - 3. Cash flow charts**
 - 4. Capital expenditure estimates**
- C. Explanation of projections**
- D. Key business ratios**
- E. Explanation of use and effect of new funds**
- F. Potential return to investors; comparison to average return in the industry as a whole**

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