

## Business Plan Outline

- I. Introduction and Summary
  - A. Purpose of the business
  - B. Where it is now
  - C. Where it is going
    - 1. Short range goals
    - 2. Long range goals
  - D. Primary strategy to get there (to C.)
- II. The Business
  - A. History
  - B. Purpose
  - C. Primary product(s)/service(s)
- III. Management
  - A. Present staff
    - 1. Strengths
    - 2. Weaknesses
  - B. Support
    - 1. Development coaches
    - 2. Board of directors
    - 3. Advisors
    - 4. Advisory board
    - 5. Consultants
    - 6. EDP participation
  - C. Future staff
    - 1. How organized
    - 2. Training and development
    - 3. Anticipated additions/subtraction(s)
- IV. Marketing
  - A. Current market
    - 1. Industry
    - 2. Trends
  - B. Current sales & market share
  - C. Current market development
  - D. Future market(s) targeted
  - E. Future product(s)/service(s)
  - F. Advertising, publicity, public relations
- V. Operations
  - A. Production
  - B. Policies and procedures
  - C. Labor
  - D. Technology
  - E. Adjustment for future market(s)
  - F. Adjustment for future product(s)/service(s)

## Business Plan Outline (continued)

- VII. Financials\*
  - A. Cash flow
  - B. Revenue forecasts
  - C. Operating budget
  - D. Balance sheet
  - E. Income statement
  - F. Break even analysis
  
- VIII. Appendix
  - A. Resumes'
  - B. Marketing surveys and analysis
    - 1. Selling strategies
  - C. Marketing, advertising and promotional materials
  - D. Previous years' financials
  - E. Contract samples
  - F. Client lists
  - G. References

\* This year, next year, next 5 years.

This outline may be used for business planning or a copy of the SBA publication (found in Central file) or a computerized business plan is also acceptable.

The Phase I business plan is to be submitted for your first Advisory Board Meeting. It can be little more than the example outline presented here. The Phase II business plan is to be submitted within 90 days of entry in the Entrepreneurial Development Program. It is to provide you with a sense of where your company is going and how you plan to get there. If your Phase II plan is not submitted within the time allowed, you may not complete the screening process and be allowed into the Program, which would be a real shame.

Make sure the presentation format for all sections is consistent. Make every statement a positive statement of intention. For instance, "we plan to ... we will ... we shall ... etc." Number the pages. Put the plan on a computer for ease of revision. The business plan may be constructed to accomplish several objectives. You may want to include any or all of the five objectives shown, each has a different thrust.

- A financial vehicle. "WE want V amount of money for W period of time to pay back X or to go after Y share of a market of Z size."
- An operations document, "WE do W for X by Y every time Z, especially PDQ, when ABC is DEF."
- A method to disseminate information. "The X industry needs Y and WE is known for Y and Z."
- A public relations piece. "WE has X after Y and soon will be Z."
- A statement of ideology. "X has occurred because Y, however, WE is Z."

There are two excellent business plan software programs on the LAN system – "Expert" and "Workbook." Others are being evaluated.