

Business Plan Structure

Executive Summary

- Objectives
- Mission
- Keys to Success

Company Summary

- Company Ownership
- Company History or Start-Up Plan
- Company Location(s) and Facility(ies)

Products and Services

- Product and Services Description
- Competitive Comparison
- Sales Literature
- Sourcing and Fulfillment
- Technology
- Future Products and Services

Market Analysis Summary

- Market Segmentation
- Target Market Segment Strategy
 - Market Needs
 - Market Trends
 - Market Growth
- Industry Analysis
 - Industry Participants
 - Distribution Patterns
 - Competition and Buying Patterns
 - Main Competitors

Strategy and Implementation Summary

- Strategy Pyramids
- Value Proposition
- Competitive Edge
- Marketing Strategy
 - Positioning Statements
 - Pricing Strategy
 - Promotion Strategy
 - Distribution Patterns
 - Marketing Programs
- Sales Strategy
 - Sales Forecast
 - Sale Programs

- Strategic Alliance
- Milestones

Management Summary

- Organizational Structure
- Management Team
- Management Team Gaps
- Personnel Plan

Financial Plan

- Important Assumptions
- Key Financial Indicators
- Break-even Analysis
- Projected Profit and Loss
- Projected Cash Flow
- Projected Balance Sheet
- Business Ratios
- Long-term Plan

Appendix