

# Business Plan Template Outline “In A Nutshell”

from the Small Business Administration: <http://imedia.sba.gov/vd/media1/training/2/sbabb/bptemplate.pdf>

Cover Page: with business name, logo, address/phone/website and contact email address

## Executive Summary

(write this last...after you've worked out all the other pieces below.)

- Provide an enthusiastic snapshot of your company, explaining who you are, what you do and why
- Be less than 2 pages

## Define Your Market

- Describe your business industry and outlook
- Define the critical needs of your perceived or existing market
- Identify your target market
- Provide a general profile of your targeted clients
- Describe what share of the market you currently have and/or anticipate

## Description of Products and/or Services

- Why are you in business?
- Specifically describe all of your products and services
- Explain how your products and services are competitive
- If applicable, reference a picture or brochure of your products, which would be included in the plan's appendix

## Organization and Management

- Provide a description of how your company is organized and include an organization chart
- Describe the legal structure of your business (proprietorship, partnership, corporation, etc.)
- Identify necessary or special licenses and/or permits your business operates with
- Provide a brief biographical description of key managers within the company

## Marketing and Sales

How will your company will apply pricing, promotion, product diversification and channel distribution to sell your products and services competitively?

- Identify and describe your market – who your customers are and what the demand is for your products & service
- Describe your channels of distribution
- Explain your sales strategy, specific to pricing, promotion, products and place (4Ps)

## Financial Management

- Estimate of start-up costs
- Projected balance sheet (1 year forward)
- Projected income statement (1 year forward)
- Projected cash flow statement (12 months forward)

## If Applying for a Loan

- Current personal financial statement on each owner
- Federal tax return for prior year