Business Plan Template Outline "In A Nutshell"

from the Small Business Administration: http://imedia.sba.gov/vd/media1/training/2/sbabp/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