

Here are two approaches to writing the business plan: one from the Small Business Association, and one from Indeed.com:

Write Your Business Plan

From the Small Business Administration website
<https://www.sba.gov/business-guide/plan-your-business/write-your-business-plan>

When you write your business plan, you don't have to stick to the exact business plan outline. Instead, use the sections that make the most sense for your business and your needs. Traditional business plans use some combination of these nine sections.

Executive summary: Briefly tell your reader what your company is and why it will be successful. Include your mission statement, your product or service, and basic information about your company's leadership team, employees, and location. You should also include financial information and high-level growth plans if you plan to ask for financing.

Company description: Use your company description to provide detailed information about your company. Go into detail about the problems your business solves. Be specific, and list out the consumers, organization, or businesses your company plans to serve. Explain the competitive advantages that will make your business a success. Are there experts on your team? Have you found the perfect location for your store? Your company description is the place to boast about your strengths.

Market analysis: You'll need a good understanding of your industry outlook and target market. Competitive research will show you what other businesses are doing and what their strengths are. In your market research, look for trends and themes. What do successful competitors do? Why does it work? Can you do it better? Now's the time to answer these questions.

Organization and management: Tell your reader how your company will be structured and who will run it. Describe the legal structure of your business. State whether you have or intend to incorporate your business as a C or an S corporation, form a general or limited partnership, or if you're a sole proprietor or limited liability company (LLC).

Use an organizational chart to lay out who's in charge of what in your company. Show how each person's unique experience will contribute to the success of your venture. Consider including resumes and CVs of key members of your team.

Service or product line: Describe what you sell or what service you offer. Explain how it benefits your customers and what the product lifecycle looks like. Share your plans for intellectual property, like copyright or patent filings. If you're doing research and development for your service or product, explain it in detail.

Marketing and sales: There's no single way to approach a marketing strategy. Your strategy should evolve and change to fit your unique needs.

Your goal in this section is to describe how you'll attract and retain customers. You'll also describe how a sale will actually happen. You'll refer to this section later when you make financial projections, so make sure to thoroughly describe your complete marketing and sales strategies.

Funding request: If you're asking for funding, this is where you'll outline your funding requirements. Your goal is to clearly explain how much funding you'll need over the next five years and what you'll use it for.

Specify whether you want debt or equity, the terms you'd like applied, and the length of time your request will cover. Give a detailed description of how you'll use your funds. Specify if you need funds to buy equipment or materials, pay salaries, or cover specific bills until revenue increases. Always include a description of your future strategic financial plans, like paying off debt or selling your business.

Financial projections: Supplement your funding request with financial projections. Your goal is to convince the reader that your business is stable and will be a financial success. If you have collateral you could put against a loan, make sure to list it now.

Provide a prospective financial outlook for the next five years. Include forecasted income statements, balance sheets, cash flow statements, and capital expenditure budgets. For the first year, be even more specific and use quarterly — or even monthly — projections. Make sure to clearly explain your projections, and match them to your funding requests. This is a great place to use graphs and charts to tell the financial story of your business.

Appendix: Use your appendix to provide supporting documents or other materials were specially requested. Common items to include are credit histories, resumes, product pictures, letters of reference, licenses, permits, patents, legal documents, and other contracts.

From INDEED.COM: How to Write a Business Plan

Here is a list of steps to help you write a business plan that is unique to your business:

1. Start with the executive summary - The executive summary is the introduction that outlines the contents of your plan. This summary also defines your company and its purpose within your industry.
Mission statement
Brief description of products or services offered
Names and short bios of company officials, such as founders, CEO and CFO
Number of employees and locations
Name and address of your headquarters
Overview of finances
Future aspirations
2. Include your company description: dig into your company's purpose and what makes it stand out among competitors. For example, the type of business you are, such as B2B (Business to Business) or B2C (Business to Consumer), Description of what your company does for others, like how customers benefit from your company, Description of customer base, demographics and new and exciting product launches that make you unique
3. Showcase market analysis: include a detailed report of your competitors and how you compare to them. You'll need to do research on your industry, key trends in the market and provide information about your competitors. This section could include: Name of competitors and brief description of what they offer, Sales data and customer demographics
Brief conclusion summarizing what your company can do better
4. Outline the organization and management: highlight your company's internal structure and procedures that contribute to its success. Include the following: Type of corporation you will do business under: sole proprietorship, LLC, C corporation or S corporation
An organizational chart that outlines the chain of command
Names, roles and experience that will contribute to success
5. Describe your services or products: what your company offers to your customers. Include: Description and history of each product or service you offer
Purpose of each product and its importance to the consumer,
Overview of your products' lifecycle, Filings for patents or trademarks
6. Your marketing and sales goals: creating brand identity and a loyal customer base and brand identity. Include: Your detailed marketing strategies and the desired effect they will have on the consumer or brand image,
Detailed description of one or more sales strategies and their desired effect.
7. Request funding
If you direct your business plan toward investors, lenders or potential shareholders, include a funding request. Here is what to include if you need funding: State the amount of funding you need, Highlight how you will use funding over a five-year time-frame, Outline whether you want debt or equity, Propose your terms and conditions
Summarize a financial plan to pay back funds over time.
8. Reveal the financial projections: what are your financial goals within a given time-frame? Things to include in this section: Financial documents like balance sheets, A detailed outline of the financial projections for the next five years, including monthly or quarterly projections, Brief descriptions that identify which revenue streams will contribute to paying off debts and Charts or graphs to help illustrate projections
9. End with the appendix: include Licenses and permits, Resumes or CVs of company officials, Product photos, Credit history and other relevant documents