

BUSINESS PLAN OUTLINE

I. Executive Summary

- a. BRIEF Business Description: *What market need does your business satisfy? What is your solution? Describe your business model & how you make money? What's special about your approach vs others? Projected Y1 & Y2 REV? Timeline? Total project budget? What is owner equity investment vs other funding request?*

2. Organizational Plan

- a. Legal Structure: *What legal entity will you use for the business? List owners by % ownership?*
- b. MGMT & Personnel Structure: *What positions are needed to operate the business? Org chart?*
- c. Owner's Experience & Background: *How are you qualified to run the business? Describe industry Exp?*
- d. Location Description and Occupancy Terms: *Where will you operate? Why that location? Pros & Cons?*
- e. Permits & Licenses: *What permits or licenses will you need to operate your business? Current status?*
- f. Operational Equipment: *List (with pricing) any equipment, tools, systems that must be in place for biz to operate.*
- g. Accounting & Record Keeping System: *How will you manage your company financials? Any Fin Mgmt Exp?*
- h. Milestones and goals: *What is your timeline of critical milestones for the biz? Current status?*

3. Marketing Plan

- a. Products & Services: *What product or service do you bring to market?*
- b. Target Market: *Who are your customers? Explain Demographic, Geographic, Psychographic, Behavioral traits.*
- c. Market Need: *Why do customers purchase your product or service? What needs does it address?*
- d. Market Potential: *Quantify your market size, or # of customers interested in your product or service?*
- e. Competitive Analysis: *Who is your competition? Compare several key product or service attributes?*
- f. Market Positioning: *How will you differentiate your company, product, service from your competition?*
- g. Pricing Strategy: *Describe your pricing strategy: Premium, mid-market, discounted? Why?*
- h. Promotional Strategy & Plan: *How will you reach your target customers? (Marketing Calendar?)*
- i. Market Goals & Projected Sales: *Describe your company goals and why you think they are realistic.*

4. Personal Financials

- a. Personal Cash Flow: *Please describe your current/projected business income along with any "other" income.*
- b. Credit History: *Please describe any irregularities with your credit history as well as your current credit score.*
- c. Personal Assets: *Please list your major personal assets and note (who) if anyone has liens against them.*
- d. Personal Debt: *Please outline your personal debt schedule along with related monthly payments.*

5. Business Financial Plan

- a. Project Budget: *What is the total project budget for you to fund this business? What will you use it for?*
- b. Revenue: *What revenue streams do your project for the next two years? How does it compare with past years?*
- c. Sales Assumptions: *Please explain any assumptions that underlie your business projections?*
- d. Seasonality: *Does your business have a seasonal business cycle and if so what is unique about it?*
- e. COGS: *What % is the Costs of Goods Sold for your product or service compared with industry averages?*
- f. Gross Profit Margin: *What % GPM is left after a sale to cover overhead? Compare it with industry averages.*
- g. Overhead Expenses: *What are the costs of business overhead compared with industry averages?*
- h. Break Even: *How much revenue must you generate each month to break even? $(\text{Overhead}/\text{GPM})=B/E$*
- i. Profit & Loss: *What is the projected NetProfit % for the next two years compared with industry averages?*
- j. Business Cash Flow Projections: *Describe your annual cash flow cycle based on your CF projections.*
- k. Business Assets: *Please describe your business assets and note (who) if anyone has liens against them.*
- l. Business Debt: *Please outline your business debt schedule along with related monthly payments.*
- m. Finance Strategy and Sources of Capital: *How will you fund this project and what are the sources of capital?*
- n. Sources of Repayment: *What would be your primary and secondary sources of repayment on a loan?*

6. SWOT Analysis

- a. Internal (to the business) Strengths & Weaknesses
- b. External (per market environment) Opportunities & Threats

7. Additional Information

- a. Lease, marketing materials, customer lists, supplier, vendor lists, photographs, etc.