

The Business Plan Your Road Map to Success

Elements of a Business Plan

I. Cover Sheet

II. Table of Contents

III. Executive Summary

- a. Mission Statement
- b. The Concept
- c. The Location
- d. The Market
- e. Management Team
- f. Long-term Goals
- g. Financial Projections

IV. The Business

- a. Business Description
 - i. Nature of the business
 - ii. Legal form of organization
 - iii. Licenses and/or permits required
 - iv. Company history/background
 - v. Present situation/growth opportunities
 - vi. Major business objectives
- b. Products and Services
 - i. Description of products/services offered
 - ii. Benefits of products/services offered
 - iii. What is unique about the product/service offered
 - iv. Long-term development plans/proprietary features
- c. Location
 - i. Description of the location
 - ii. Description of the facility
 - iii. Terms of lease or sale
 - iv. Why is a particular location/facility desirable
 - v. Are market shifts or demographic shifts occurring?

Marketing Plan

- d. Target market
 - i. Demographics
 - ii. Market size
 - iii. Market share
- e. Market trends
- f. Company positioning
- g. Products/service mix
- h. Industry profile
- i. Competition
 - i. Competitive comparison
 - ii. Strategic opportunities
- j. Pricing strategy
- k. Distribution
- l. Promotional plan
- m. Promotional budget

VI. Management and Operational Plan

- n. Ownership
- o. Key Management Members
 - i. Qualifications and experience
 - ii. Duties and responsibilities
- p. Board of directors/advisory board
- q. Outsourced tasks
- r. Suppliers
- s. Risk management

V. Financial Data

- a. Assumptions
- b. For start-ups
 - i. Start-up costs
 - ii. 3 years projections
 - 1. Income statements
 - 2. Cash flow
 - 3. Balance sheets
- c. For existing businesses
 - i. 3 years financial statements
 - ii. 3 years projections
 - 1. Income statements
 - 2. Cash flow projections
 - 3. Balance sheets
- d. Use of funds breakdown

VI. Supporting Documentation

- a. Samples of marketing materials
- b. Copies of legal papers (business license, DBA, articles of incorporation, etc.)
- c. Bios/resumes
- d. Letters of intent
- e. Capital equipment and supplies list
- f. Copy of lease
- g. Franchise contract if applicable
- h. Statistical analysis and other supporting data