

#### **Business Plan Outline**

1)	BACKGROUND	AND	<b>PURPOSE</b>

- a) History
- b) Current Conditions
- c) The Concept/Positioning
- d) Overall Objectives
- e) Specific Objectives (Strategies)

## 2) MARKET ANALYSIS

- a) Market Research
- b) Overall Market
- c) Specific Market Segment
- d) Consumer Demographics
- e) Competitive Factors
- f) Other Market Influences

## PRODUCT DEVELOPMENT AND PRODUCTION

- a) Research and Development
- b) Production Requirements/Capacity
- c) COGS Analysis
- d) Production Process
- e) Quality Assurance/Control
- f) Expansion Plans

# 4) SALES & MARKETING PLAN

- a) Brand/Story
- b) Target Market
- c) Marketing Strategy
- d) Sales Channels
- e) Rollout Strategy

## 5) FINANCIAL DATA

- a) Current Financial position
- b) Payables/Receivables
- c) Cost Control
- d) Break-Even Analysis
- e) Financial Ratios
- f) Financial Projections (summary)

## 6) ORGANIZATION/MANAGEMENT

- a) Key Personnel
- b) Additional Personnel Needed
- c) Strategic Partnerships

## 7) OWNERSHIP

- a) Structure of Business
- b) Financing/Equity Considerations

# 8) CRITICAL RISKS AND PROBLEMS

a) Description of Risks

# 9) LEGAL

- a) Intellectual Property
- b) Relationships/Agreements
- c) Other

## 10) SUMMARY AND CONCLUSIONS

- a) Summary
- b) Scheduling/Timetable (focus on Year 1)

# 11) APPENDICES

- a) Photograph of Product
- b) Market Survey/Data
- c) Production Flowchart
- d) Sales and Profitability Objectives
- e) Price List
- f) Sample Advertisement
- g) Sample Press Release
- h) Historical Financial Statements
- i) 5-year Pro Forma
  - i) P & L's
  - ii) Cash Flow
  - iii) Balance Sheet
  - iv) Capital Costs
  - v) Graphs
  - vi) NPV/IRR tables