

Business Plan Outline

Executive Summary (write this last)

Business Description

- Name of company and owner
- What you do and for whom (1 -2 short paragraphs)
- What need do you meet?
- Mission (purpose/what are you offering and why is it important)
- Vision (1- 3 year goal for the company)

Market

- The reason: What is the need/gap/problem that your product meets/fills/solves?
- Ideal Customer (also called Target Customer)
- Size of Market: How many are affected by this problem that you might reach?
- Trends in the industry (at least 3) and your NAICS Code
- Competition
 - Direct
 - Indirect (how else do your ideal/target customers currently have their need met?)
 - Competitive Matrix, illustrating your company against major competitors based on customer needs

Marketing and Sales

- How you will position your business relative to your competition (are you more convenient, better service, lower cost, etc.) – make sure that you are emphasizing what matters to the customer
- How you will find customers: i.e. what marketing strategies will you select, and why?
- Who will be selling?
- What is your social media plan?
- Should include as much detail as possible

Operations

- Entire business process from sale to fulfillment and follow up
- Who, what, where, when, how
- Describe any key vendors/partners

Management and Organization

- Brief bio of Owner, focused on experience relevant to the business (full bio or resume would go in an appendix)
- Legal entity/structure of the business, and when established, where located
- Other key personnel
 - Bios (if personnel are on board)
 - General job duties and timing/plan for hiring

Financials

- Financial narrative summarizing:
 - Startup Expenses
 - Cash Flow Projections for 1-3 years (monthly for first 1-2 years)
 - Source/s of funding

Appendices

- Anything else relevant for the business plan reader that is not included above, such as:
 - Menu of products and prices (if prices are set)
 - Resume
 - Certificates/Licenses
 - Key vendors/suppliers