

Business Plan Outline

Executive Summary

- The Company
- Recent Developments
- Summary Financial Data

Business

Description of business

- Type of business – what is your business?
- Status of business – start up? When was the business founded?
- Form of business – sole proprietorship, partnership, corporation
- Names of owners/Hours of operation/Location
- Mission Statement
- Licenses needed

Products and Services

- Be specific

Sales and Marketing Strategy

- Target Market
- Pricing strategy and Accounts Receivable Collection Process
- Promotion
- Distribution

Industry Overview

- Outlook
- Trends in your Industry
- Competition
 - Who are they?
 - Strengths and Weaknesses
 - Competitive Advantage

Organization

- Management (Attach resumes) and Personnel
- Board of Directors

Operations

- Production/Location/Inventory/Suppliers, etc.

Financial Data

- Financial Narrative
- Cash Flow (be realistic)
- Projected and Historical Financial Data Three-year summary
 - Balance sheet
 - Income projections (profit and loss statements)
- Capital equipment and supply list
- Funds required and their use, including cost of setting up, inventory, overhead, working capital, and personal living expenses.

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