

## Outline of Business Plan

Title Page

Table of Contents

Executive Summary: Key Points of the business plan itself

Company Description Overview of the Business, location, structure and organization

Mission/Vision

Mission-2 Sentences

Vision-4-6 Bulleted Items

### I. Start-Up

1. Real Estate (Buy/Lease)
2. Equipment Needed
3. Pre-Opening Supplies
4. Pre-Opening Payroll
5. Pre-Opening Promotion
6. Legal
7. Summary Table of all Start-Up costs

### II. Marketing

1. Industry Analysis
  - Key trends and players
  - Discuss external business conditions
2. Target Market
  - Who is your customer?
  - How accessible are they?
3. Competition Analysis
  - Who are they?
  - Describe their products
  - Cost of their products
  - What makes yours better?
  - Analysis of your strengths and weaknesses
4. Marketing Plan and Sales Strategy
  - Discuss the plan to price, distribute and sell your product using the 4 "P"s
    - a. Product
      - Size, Color, Shape, Logo
      - Packaging: # of items per package & cost
      - Protection in packaging
    - b. Price
      - How will you price it? Why?
      - Cost plus or competition pricing?
    - c. Place
      - Where will you sell it? Why?
      - Distribution channels?
      - Costs of distribution?
      - # of locations

- d. Promotion
  - Advertisement campaign
  - Why use certain modes?
  - POs Materials
  - Sales Materials
  - Build table and put in operations

### III. Operations

1. Production Quotas
2. Cost of Goods Sold
  - All materials needed to produce product
  - \* Create Table
3. Process Description (Step by step)
4. Physical Layout (Diagram)
5. Employees/Payroll (Table)
6. Repairs/Maintenance
7. Monthly Budget Table
  - All monthly expenses including rent, utilities, COGs, repairs, advertising, etc.
8. Total Monthly Cost
  - Production Quota- (\$/item)

### IV. Management and Organization

- Describe key personnel and their essential skills
- Compensation plans and incentives
- Process used to make key decisions

### V. Long Term Development & Financial Consideration

- Expansion Discussion (include priorities for the future)
- Profit/Loss Projections for the 1st year
- Profit/Loss Projections for year five

### VI. The Offering

- Start-Up Needs/Operation Needs
- Number of Investment Units
  - Investment paid/Unit
  - Ownership/Unit
  - Division of Profits-(Retained Earnings)

### VII. Appendix

- Supporting Documents