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Month & Year issued

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Executive Summary

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Business Concept

Description of Business Venture

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Industry Overview

Industry Description

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Industry Segment

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Growth and Trends

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Barriers to Entry

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Vision Statement

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Mission Statement

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Business Goals

Remove this and type your information starting here

Strategic Alliances

Remove this and type your information starting here



Marketing and Sales Plan

Product or Service

Product or Service Description

Remove this and type your information starting here. Remove either product or service above if they do not apply, for example, Service Description.

Product or Service Differentiation

Remove this and type your information starting here

Pricing Strategy

Remove this and type your information starting here

Target Market

Description

Remove this and type your information starting here

Size of Target Market

Remove this and type your information starting here

Anticipated Sales/Share of Target Market

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Competition

Competitive Environment

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Direct Competition

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Indirect Competition

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Future Competition

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Competitive Strategy

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Marketing Strategy

Company Image

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Advertising and Promotion

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Sales Strategy

Sales Forecasts

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Sales Organization

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Customer Buying Pattern

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Sales Methods

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Payment Methods

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Delivery Methods

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Customer Service Policy

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Market Research

Market Research Summary

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Ongoing Market Research

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Marketing and Sales Critical Path

Quarter	Months	Activities	Cost
First			
Second			
Third			
Fourth			



Operations Plan

Operations

Legal Form of Business

Remove this and type your information starting here

Physical Set-Up

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Seasonality

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Regulations

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Business Records & Financial Controls

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Business Financing

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Protection of Designs & Ideas (Only if applicable)

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Production

Methods

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Costs

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Pricing

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Quality Control

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Tools and Equipment

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Suppliers

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Management and Human Resources

Management

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Human Resources

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External Professional Support

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Risk Assessment

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Individual Time Plan

Individual Time Plan for: Your Name

Work Activity													Total Hours	
Show Months														
Marketing & Sales														
Marketing Activities														
Sales Activities														
Operations														
Planning														
Supervising Employees														
Administration														
Production														
Service														
Financial														
Bookkeeping														
Other														
SE Program														
Totals														



Operations Critical Path

Quarter	Months	Activities	Cost
First			
Second			
Third			
Fourth			



Financial Critical Path

Quarter	Months	Activities	Cost
First			
Second			
Third			
Fourth			



Critical Path Synopsis

Quarter	Marketing	Financial	Operations
First			
Second			
Third			
Fourth			