

BUSINESS PLAN FORMAT GUIDELINE

Formats of business plans vary depending on the intended audience of the plan, the nature and size of the company, and the business training of the person who writes the plan; nonetheless, virtually all written business plans contain certain key elements. As a bare minimum, your finished business plan should include (in order) the following:

- 1. Executive Summary**
- 2. Table of Contents**
- 3. Description of the Business**
 - Categorization
 - Mission & Goals
 - History
 - Management
 - Company Structure
 - Company Size and Location
- 4. Description of the Product or Service**
- 5. Market Analysis (including a summary of your market research)**
 - Industry Analysis
 - Competitive Analysis
 - Market Research
 - Target Market
- 6. Marketing Plan**
 - Positioning
 - Marketing Mix (4 Ps)
- 7. Operational Plan**
 - Production (or procurement)
 - Inventory Management
 - Human Resources
 - Action Plan
- 8. Financial Plan**
 - Historic Financial Statements
 - Financial Projections
 - Financing Requirements and Capital Purchases
 - Break Even Analysis
 - Accounts Payable and Receivable
- 9. Risk Analysis and Contingency Planning**
 - Competitive Reaction
 - External Risks
 - Internal Risks
- 10. Supporting Materials**
 - Resume, Appendices, etc.

Remember, a business plan is a living document and should be re-visited on a regular basis.

