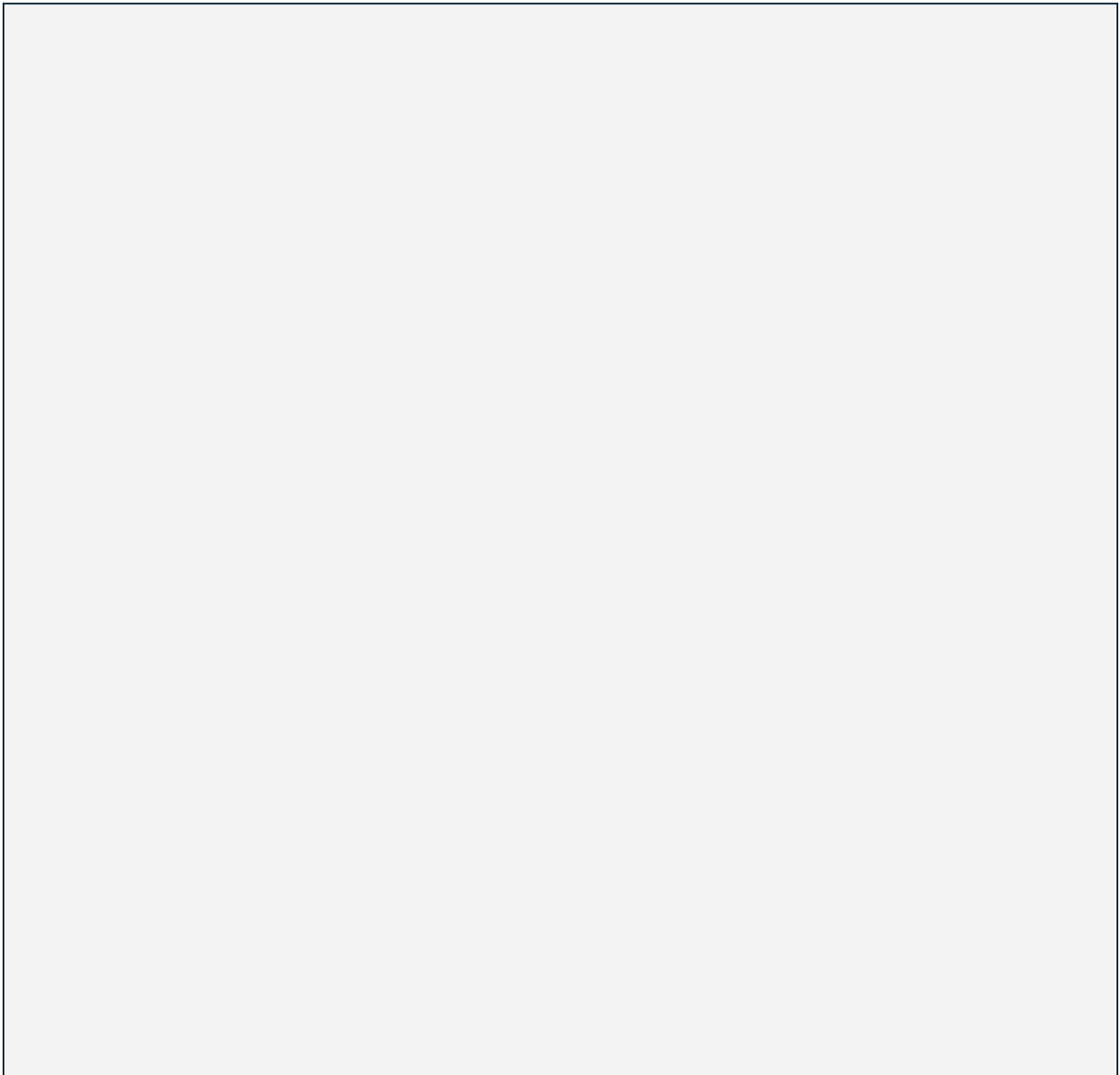


The Business Plan Workbook

Executive Summary

Your executive summary *should be written last* and briefly provide a topline overview of your business' unique story. Describe your company's history, the key principles, legal structure (sole proprietorship, partnership, etc), what problem your products or services solve, target customer base, your geographical location, purpose, mission, vision, and goals.





Management Team & Organization

Describe your management team and their qualifications or experience:

How will your departments be organized? What is your organizational structure?
You can add an organizational chart in place of this written description.

How will you hire new employees? What benefits do you expect to offer? What are your hiring and staffing goals?



Industry & Competitive Analysis

Describe your industry and trends (size, revenue, publications, trade association, influences, key issues, and key factors for success):

How does your company fit in to the industry? What is your market niche?

What is your “Unique Selling Proposition” (USP) or “Value Proposition”?



Who are your top 3 competitors? Are there competing products/services?

What are the key strengths and weaknesses of your competitors?

How will you differentiate yourself from your competition -- overcome their strengths and leverage their weaknesses?



Target Audience Analysis

Describe your target audience (demographics) and their pain points:

Why have you targeted this audience?

What does a typical purchase look like? How often do they purchase?

Describe any target segments and/or buyer personas within your target audience:



Offer & Production

Describe your products or services in details (variations, pricing model, etc):

What are your proprietary features or unique benefits of your product? Do you have patents or copyrights?

How will you deliver your product or services? Online/ecommerce? Storefront? Consultations? What will be your hours of operation?



If producing or manufacturing products, where will products be manufactured or assembled (location, size, cost, storage)? What is your production or delivery process (including equipment, shipping)? Is any specific expertise required for production?

Do you have future expansion plans? R&D? More locations? Franchising? Equipment?



Marketing & Sales Strategy

Describe your marketing and sales strategy specific to the 4Ps.

Pricing:

Promotion:

Products:

Place:

What are your marketing objectives in the next year? 1st quarter? 2nd? 3rd? 4th?



What marketing channel(s) and mix will you use to sell your products and services to your target audience?

How will you organize your sales force?

Do you offer any warranties or guarantees? Installation or servicing considerations?



Financing, Tax & Credit

Do you have existing tradelines? What is your relationship and credit status with those vendors?

What are your tax and licensing requirements?

What is your expected profit this year?

What are your revenue streams and fixed variable costs?



What do the next 3-5 years look like for revenue? Projections? What are you basing your projection assumptions on?

What funding will you need in the next 3 months to have a successful year?

How will you use the funding?

Financial Documents Needed (attach):

- Historical financial (income, cash flow, balance sheet) statements, at least 2 to 3 years if available.
- Projections for 3-5 years of: Balance Sheet, Profit & Loss Statement, Cash Flow
- Projections for one year of: Monthly Profit & Loss Statement, Monthly Cash Flow
- Start up Costs
- Financial Ratios Analysis
- Personal financial statements for principals
- Federal Tax Returns



Optional Appendices

Consider attaching any of the following to enhance your plan for consideration:

- Equipment Lists
- Key Employee Resumes
- Company Brochures
- Press Clips
- Photos of location, products, production processes
- Brochures
- Industry Research or Data Sheets
- Risk Assessments
- Key legal documents and agreements (leases, contracts, partnership agreements, operating agreements)