

Traditional Business Plan Overview

I. Executive Summary & Plan Objectives

Write this section last - this will serve as a recap to the overall plan, and give the reader a 1-2 page summary of the underlying plan.

II. Business Objectives & Value Proposition

What is the reason for this business to exist? What do we sell, to whom, and why? Mission, vision and values of the business, the why of the leadership team, and discussion about why this business is well positioned to add value to this area.

III. Industry, Market, and Competitive Analysis

Here's where you'll use your library card! Describe your industry locally and nationally, with data, with a discussion of trends, expectations, and competitive analysis. SWOT analysis is useful here, as well as charts and graphs.

IV. Sales, Operations, and Critical Functions

How does this business generate revenues? What does a typical sales cycle look like, and what resources will it take to complete that cycle? What other functions are most critical to business success, and what is/will be the overall organizational structure?

V. Capital Requirements & Financing Plan

What will be the total startup costs and working capital requirements of the business be? How will those funds be sourced? If there is debt (or investors) involved, how will the business generate profit to pay loans or investors? Summary projections and discussion of basic assumptions go in this section, with more detailed financials and discussion of assumptions.

VI. Leadership Team Qualifications

Who is/are the leader(s) of the business, and what are their qualifications? Who's missing and where will we find them? A paragraph on each key leader is appropriate here, with resumes attached.

VII. Attachments

Could include company flyers, resumes, detailed assumptions and financial projections, anything that will add necessary support to the overall plan, but might be distracting to the reader if inserted in the plan narrative.