

# **BUSINESS PLAN OUTLINE**

(general business plan)

- I. STATEMENT OF PURPOSE (Executive Summary) (1 -2 pages)**
  - a. Description of the business
  - b. Mission statement
  - c. Goals
  - d. Financial Summary
  
- II. EXTERNAL ANALYSIS - CURRENT BUSINESS ENVIRONMENT**
  - a. Market/Economy/Culture
  - b. Industry overview and trends
  - c. Customers
  - d. Competitors
  - e. Key threats (optional)
  - f. Key opportunities (optional)
  
- III. INTERNAL ANALYSIS – BUSINESS OPERATION**
  - a. Description of the Business
  - b. Organization (Bio of owner/philosophy/employees)
  - c. Business location (why & description and hours)
  - d. Products & services (rates/processes/ how bill/ late fees/ etc.)
  - e. Marketing and Sales Strategy
  - f. Key threats (optional)
  - g. Key opportunities (optional)
  
- IV. FINANCIAL DATA**
  - a. First year (by month) Projections (P&L statement)
  - b. Second and Third Year (YTD) Projections
  - c. Current Balance Sheet
  - d. One year, Two Year and Third year Balance Sheet
  - e. Current Cash Flow Statement
  
- V. SUPPORTING DOCUMENTS (optional)**

Resume, letters of support, copies of contracts (partnership, lease, etc.)