

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.)