

Outline of a Business Plan

I. Executive Summary

II. Company Description

- a. Legal Name and Form of Business
- b. Mission Statement/Objectives
- c. Names of Top Management
- d. Location and Geographical Information
- e. Company's Development Stage
- f. Trademarks, Copyrights & Other Legal Issues
- g. Company Products or Services
- h. Specialty Business Information
- i. Financial Status
- j. Milestones Achieved to Date

III. Industry Analysis and Trends

- a. Size and Growth
- b. Maturity of Industry
- c. Vulnerability to Economic Factors
- d. Seasonal Factors
- e. Technological Factors
- f. Regulatory Issues
- g. Supply and Distribution
- h. Financial Considerations
- i. Anticipated Changes & Trends in Industry

IV. The Target Market

- a. Demographics/Geographics
- b. Lifestyle and Psychographics
- c. Purchasing Patterns
- d. Buying Sensitivities
- e. Size and Trends of Market

V. The Competition

- a. Competitive Position
- b. Market Share Distribution

- c. Barriers to Entry
- d. Future Competition

VI. Strategic Position & Risk Assessment

- a. Company Strengths
- b. Market/Industry Opportunities
- c. Risks Assessment
- d. Definition of Strategic Position

VII. Marketing Plan and Sales Strategy

- a. Company's Message
- b. Marketing Vehicles
- c. Strategic Partnerships
- d. Other Marketing Tactics
- e. Sales Force and Structure
- f. Sales Assumptions

VIII. Operations

- a. Plant and Facilities
- b. Manufacturing/Production Plan
- c. Equipment and Technology
- d. Variable Labor Requirements
- e. Inventory Management
- f. Supply and Distribution
- g. Order Fulfillment and Customer Service
- h. Research and Development
- i. Capacity Utilization
- j. Quality Control
- k. Safety, Health, and Environmental Systems
- l. Other Operational Concerns

IX. Technology Plan

- a. Technology Goals and Position
- b. Internet Goals and Plan
- c. Hardware Needs
- d. Software Needs

- e. Telecommunications Needs
 - f. Technology Personnel Needs
- X. Management and Organization**
- a. Principals/Key Employees
 - b. Board of Directors
 - c. Consultants/Specialists
 - d. Management to Be Added
 - e. Organizational Chart
 - f. Management Style/Corporate Culture
- XI. Community Involvement & Social Responsibility**
- a. Social Responsibility Goals
 - b. Company Policies
 - c. Community Activities
- XII. Development, Milestones & Exit Plan**
- a. Long-Term Company Goals
 - b. Growth Strategy
 - c. Milestones
 - d. Risk Evaluation
 - e. Exit Plan
- XIII. The Financials**
- a. Income Statement
 - b. Cash Flow
 - c. Balance Sheet
 - d. Break-Even Analysis (if desired)
 - e. Plan Assumptions
 - f. Uses of Funds
- XIV. Appendix**