Business Plan Template

Five Important Tips Before You Start!

- 1. The business plan should tell a compellingstory about your business, explaining who, what, when, where, how and why. What is your vision, What problem are you solving for your customer, what is your solution to their problem, what is your value proposition (what makes your business stand out)
- 2. Your plan should be focused and clear. It's not about the number of pages or style of the cover.
- 3. The plan should define specific business objectives and goals with general parameters to guide the organization.
- 4. Writing a business plan should force logic and discipline into a business.
- 5. A good business plan is a living document. It should be updated regularly.

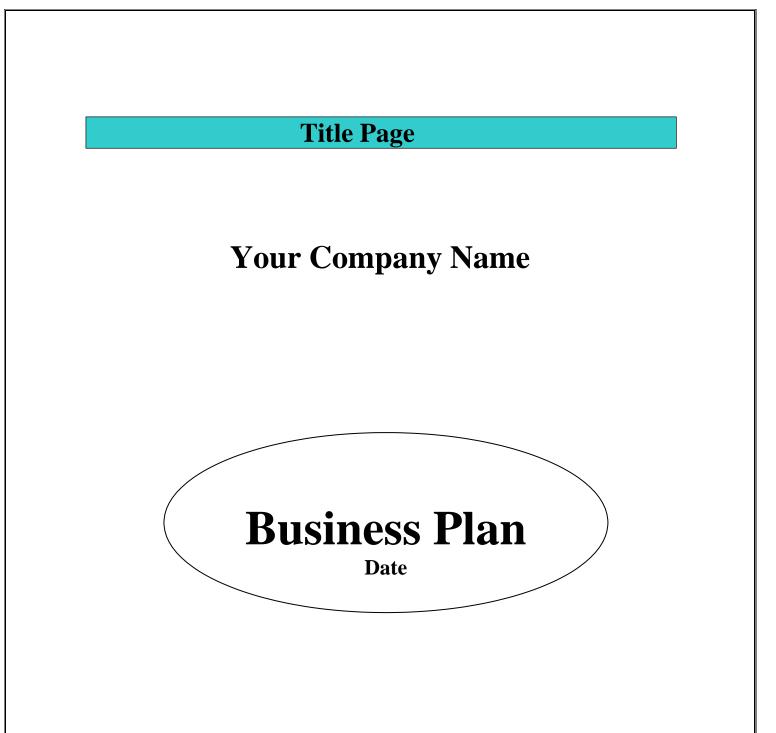
LET'S GET STARTED!



www.catalystcenter.org



U.S. Small Business Administration Small Business Training Network www.sba.gov/training



Street Address City, State & Zip Code Phone Number E-Mail Address Web Address

Table of Contents

1.	Table of Contents
2.	Executive Summary
3.	Business Description & Vision
4.	Definition of the Market
5.	Description of Products and Services
6.	Organization & Management
7.	Marketing and Sales Strategy
8.	Financial Management
9.	Appendices

Executive Summary	
This section should:	 Be written last Provide an enthusiastic snapshot of your company, explaining who you are, what you do and why Be less than 2 pages
After reviewing this section the reader should:	 Want to learn more about your business Have a basic understanding about your company

Business Description & Vision

This section should include:	 Mission statement (business purpose) Company vision (statement about company growth) Business goals and objectives Brief history of the business List of key company principals
After reviewing this section the reader should know:	 Who the business is and what it stands for Your perception of the company's growth & potential Specific goals and objectives of the business Background information about the company

Definition of the Market		
This section should:	 Describe your business industry and outlook Define the critical needs of your perceived or existing market Identify your target market Provide a general profile of your targeted clients Describe what share of the market you currently have and/or anticipate 	
After reviewing this ection the reader hould know:	 Basic information about the industry you operate in and the customer needs you are fulfilling The scope and share of your business market, as well as who your target customers are 	

Description of Products and Services	
This section should:	 Specifically describe all of your products and services Explain how your products and services are competitive If applicable, reference a picture or brochure of your products, which would be included in the plan's appendix
After reviewing this section the reader should know:	 Why you are in business What your products and services are and how much they sell for How and why your products & services are competitive

Organization & Management		
This section should:	 Provide a description of how your company is organized as well as an organization chart, if available Describe the legal structure of your business (proprietorship, partnership, corporation, etc.) Identify necessary or special licenses and/or permits your business operates with Provide a brief bio description of key managers within the company 	
After reviewing this section the reader should know:	 The legal form of ownership for your business Who the leaders are in your business as well as their roles The general flow of operations within the firm 	

Marketing and Sales Strategy		
This section should:	 Identify and describe your market – who your customers are and what the demand is for your products & services Describe your channels of distribution Explain your sales strategy, specific to pricing, promotion, products and place (4Ps) 	
After reviewing this section the reader should:	 Who your market is and how you will reach it How your company will apply pricing, promotion, product diversification and channel distribution to sell your products and services competitively 	

Financial Management

This section should include:	New Business • Estimate of start-up costs • Projected balance sheet (1 year forward) • Projected income statement (1 year forward) • Projected cash flow statement (12 months forward)
	 Existing Business Balance sheets (last 3 years) Income statements (last 3 years) Cash flow statement (12 months)
	 <u>If Applying for a Loan</u> Current personal financial statement on each principal Federal tax return for prior year
After reviewing this	Have a good understanding regarding the financial

After reviewing this	• Have a good understanding regarding the financial
section the reader	capacity and/or projections for your company
should:	

Appendices		
This section should include as attachments:	 Company brochures Resumes of key employees List of business equipment Copies of press articles and advertisements (if available) Pictures of your business location and products (optional) Information supporting the growth of your industry and/or products (optional) Key business agreements, such as lease, contracts, etc. (optional) 	