

Alternative Business plan Outline

**SAMPLE OUTLINE OF BUSINESS PLAN**

**People:** The team, strengths and background.

**Opportunity:** A description of the business – what it will sell, to whom, how fast it can grow, key drivers of success, key obstacles to success.

**Context:** The big picture: Environment, inflation, taxation, demographic trends.

**Risk and Reward:** An assessment of everything that can go wrong and right, and how the venture can respond.

**Nuts and Bolts of the Plan**

- **Summary.**
- **Product or service.**
- **Markets and competitors.**
  - The 4Ps: product, price, place & promotion.
  - Size of market
  - Segments.
  - Growth.
  - Competition.
  - Reaching the market.
  - Pricing.
  - Promotion.
  - Distribution.
- **Production and Operations** – If applicable.
  - Source of supply.
  - Process description.
  - In house versus sub contract.
  - Estimated manufacturing costs.
  - Requirements in terms of physical facilities.
  - Quality monitoring.
  - Stage: Design, prototype, pre production?

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- **Management.**
  - Backgrounds.
  - Past experience.
  - Qualifications.
  - Goals.
  
- **Finance**
  - Narrative of Key assumptions.
  - Sales growth.
  - Cash flow – 2 years.
  - Capex.
  - Financial requirements.
  
- **Risk, reward, exit.**