

Sample Outline of a Business Plan

1. Company Name
 - **Business Plan Proposal**

2. Executive Summary
 - **Type of Business and Its Uniqueness**
 - **Management Background and Skill**
 - **Business History – Success**
 - **Market Focus**
 - **Seeking \$\$**
 - **Projected Return**

3. Background
 - **Identification of Market Opportunity**
 - **Business History**
 - **Growth and Financial Objectives**
 - **Legal Structure and Ownership**
 - **Location and Facilities**

4. Identification of Market Opportunity
 - **Overall Market**
 - **Your Company's Served Market**
 - **Projected Market Growth**
 - **Product / Market Uniqueness**

5. Business History
 - **Founded When?**
 - **Sales and Profit to Date**
 - **Marketing**
 - **Other**
 - **Insert Sales Chart in New Slide if There is Substantial History**

6. Growth and Financial Objectives

7. Company – Legal Structure and Ownership
 - **How and where Incorporated**
 - **Stock Ownership – Insert Chart or Table**
 - **Company Location and Facilities**

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8. Organizational Structure
9. Management Team Skills
 - **Mention Specific Skills of Your Team**
 - **Show why the Odds are stacked in your Favor to Succeed**
 - **Investors, Banks and Companies Rely More on Management Skills and Previous Experience Than any Other Factor**
10. Market Analysis
 - **Overall Market Size**
 - **Growth Rates – Domestic and International**
 - **Current Market Share**
 - **Insert Chart if you Wish**
11. Target Markets
 - **Primary Market**
 - Identify
 - **Secondary Market**
 - Identify
12. Target Customer Profile
 - **Example Profiles below**
 - **Median Household Income**
 - **Male / Female**
 - **Occupation**
 - **Other**
13. Competition
 - **Competitor 1**
 - **Competitor 2**
 - **Competitor 3**
14. Project Market Growth & Market Share Objectives
 - **Speak to Your Particular Served Market**
 - **Describe Market Trends and Your Objectives**
 - **Insert Chart (optional)**

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15. Product / Service Summary
 - **Product / Service #1**
 - Briefly describe product or service
 - **Product / Service #2**
 - Optional: Create a Slide Showing the Picture of the Product
 - **Product / Service #3**
 - Type text
16. Product / Service Uniqueness
 - **Item #1**
 - **Item #2**
 - **Item #3**
 - **Etc.**
17. Product Comparisons / Competition
 - **Add More Slides for Different Product Categories**
 - **Use Charts or Tables to Describe**
18. Research and Development
 - **Describe Plans for Research and Development**
 - **List Patents and / or Trademarks**
19. Manufacturing (optional)
 - **Plant Production and Capacity**
 - **Production Issues**
 - **Quality Control**
 - **Labor Force**
20. Marketing Plan
 - **Product Pricing Strategy**
 - **Product Positioning**
 - **Sales and Distribution Plan**
 - **Promotional Strategy**
21. Product Pricing Strategy
 - **Describe Pricing Strategy**
22. Product Positioning
 - **Describe How Product is Positioned**

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23. Sales and Distribution Plan
 - **Describe How Product will be Distributed**
 - **Discuss how you Might use New Channels of Distribution like Sales Through the Internet**
24. Promotional Strategy
 - **Advertising**
 - **Public Relations**
 - **Trade Shows**
 - **Direct Marketing**
25. Financial Tables
 - **Start-up Capital Requirements**
 - **Five Year Sales Forecast**
 - **Cash Budget**
 - **Break-Even Analysis**
26. Start-up Capitalization
27. Five Year Sales Forecast
28. Cash Budget
29. Balance Sheet
30. Break-Even Analysis