

Business Plan Outline

I. Executive Summary

- a. Summarize how much money you are needing and what you need it for
- b. Briefly summarize the product, its market, and your management ability

II. Description of the Company

- a. How the company was formed
- b. Form of organization (ex. Sole proprietor, partnership, corporation, etc.)
- c. Discussion of the owners (who are they)

III. Description of Product or service

- a. Discussion of products or service
- b. Briefly compare to competitor's products or service
- c. Discuss any intellectual property (patents, licenses, etc.)

IV. Market Analysis

- a. Describe your target market(s)
- b. Describe your trade area
- c. Discuss your competition
- d. Discuss your competitive advantage (what makes you different and better?)

V. Management Profile

- a. Discuss the skills, experience, abilities, and education of the management
- b. Discuss the duties and responsibilities of management
- c. Organizational chart for management

VI. Financial Analysis

- a. Two year cash flow projection and assumptions behind the projections
- b. Two year profit and loss projection

** Use third person Narrative example, "XYZ Corporation will open its doors on September 1, 2010...." not "We will open our doors" Third person sounds more professional and business-like and banker-friendly.