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.