



SAMPLE OUTLINE: COMPREHENSIVE BUSINESS PLAN

- I. TABLE OF CONTENTS** (Show the page number for each subject at right side of sheet)
- II. INTRODUCTION** Why business is being formed; growth potential; anticipated profit and return on investment; industry trends; pitfalls; research done; other?
- III. BUSINESS DESCRIPTION**
 - A. Name, location & reason for selecting each
 - B. Business hours to be maintained; zoning' licensing; parking facilities
 - C. Products and/or services
 - 1. Describe product line; features' uniqueness or superiority, benefits
 - 2. Price and quality comparisons
 - 3. Materials; suppliers; production methods, alternative options
 - 4. Proprietary position (patents, copyrights, legal considerations)
 - D. The Competition
 - 1. Name and address of major competitors
 - 2. Minor competitors or indirect competition to be considered
 - 3. Competitors' strengths, weaknesses, pricing & marketing methods
 - 4. Reasons customers are expected to do business with us
(Better prices or quality? Better selections? More reliable? Faster?)
 - E. The Market
 - 1. Identify target markets (age, sex, location, income, ethnic background)
 - 2. Determine market opportunities; size of market, expected share
 - 3. Customer needs and wants. (How are these ascertained?)
 - 4. Marketing and sales strategies to be used.
 - 5. Pricing, promotion and distribution plans (sales channels, credit? FOB?)
 - 6. Business image desired; method of attaining high visibility
- IV. THE MANAGEMENT: BUSINESS ORGANIZATION**
 - A. Form of business organization; reasons for selection
 - B. The officers: Their experience and salaries (resume of key personnel)
 - C. The employees: Their job descriptions, hourly wage, work schedules
 - D. Employee policies: Benefits, promotional opportunities, training plan
 - E. The management and operations plan
 - 1. Long and short term goals
 - 2. Timetable and deadlines for accomplishing goals
 - 3. Anticipated expansion and growth; capital improvements
 - 4. Control methods to be used; lead times necessary
- V. FINANCIAL DATE**
 - A. Capital investment; equity; fixed assets/indebtedness; repayment schedule
 - B. Records to be maintained; financial statements to be made (how often?)
 - C. Accounting and inventory control systems to be used (accountant's name)
 - D. Cash flow and income projections for several years (list assumptions only)
 - E. Future financial needs; capital expenditures; budgets; contingencies
 - F. Breakeven sales point
 - G. Key business ratios to be used
 - H. Insurance coverage; Sales & Use Tax procedures; Unemployment Tax... other tax?
 - I. Personal and bank references
 - J. Current balance sheet
- VI. APPENDICES**
 - Attach back-up data, statistics, trade journal articles, etc.