

Outline for a **Business Plan**

A. The Purpose of the Plan

1. Attract investors
2. Document an operational plan for controlling the business

B. Market Analysis

1. The characteristics of your target market (demographic, geographic, etc.)
2. The products or services you will offer to satisfy those needs

C. The Company

1. The needs your company will satisfy
2. The products or services you will offer to satisfy those needs

D. Marketing and Sales Activities

1. Marketing strategy
2. Sales strategy
3. Keys to success in your competitive environment

E. Product or Service Research and Development

1. Major milestones
2. Ongoing efforts

F. Organization and Personnel

1. Key managers and owners
2. Key operations employees

G. Financial Data

1. Funds required and their use
2. Historical financial summary
3. Prospective financial summary (including a brief justification for prospective sales levels)