*Company*

*Name*

“Place Your Tag Line Here”

Company Address

City, State Zip Code

Phone Number

Name, Title

Owners Address

City, State Zip Code

Phone Number

Name, Title

Owners Address

City, State Zip Code

Phone Number

Plan Prepared by Name

Plan Prepared Month Year

Copy \_\_\_\_ of \_\_\_\_\_

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Executive Summary

(do this section last)

**The Company**

* What type of business do you own or propose to own?
* What is the current stage of development (start-up, expansion, rapid growth, stable operations)?
* What is the purpose of the plan (operating guide, loan request, prospectus for investors)?

* What is unique about your product/service?

* Who are your competitors? Highlight their strengths and weaknesses.

**Keys to Success:**

* What will be the critical keys to success for your business?

**Statement of Funding Summary**

*Sources of Funds:*

Personal Funds $

Bank $

Revolving Loan $

$$

*Uses of Funds:*

Inventory $

Start Up Costs $

Building/Land $

Renovations $

Equipment $

Furniture & Fixtures $

Working Capital $

$$

Description of Business

**Company Ownership**

* Who are the principals and what are their proportions of ownership?
* How is the business structured (corp., LLC, etc.)?
* What is the current status or projected opening?
* For existing business: What is the history; purchase price?

**Description of Product/Service**

* Describe your product(s) / services(s).
* Discuss any opportunities for the expansion of the product line or the development of related products or services.
* Do you have letters of intent from prospective suppliers? What support will they give your company? (Include copies of supporting documents in the appendix.)

**Company Location and Facilities**

* What is your proposed location and why did you choose it?
* Will the building be rented, leased, or owned?
* What are the terms of the contract? (Include copies of supporting documents in the appendix.)
* What renovations will be needed and at what cost? How will they impact your lease? (Include quotes in appendix.)
* How much can your business expand before you will be forced to move or add on to the present building?
* What equipment and furnishings will you need (i.e. desks, chairs, computer hardware and software, etc.)

**Licenses/Permits/Regulations**

* What licenses or permits are you required to obtain? How long does it take to get them?
* Do you have a registered trademark for the name of your company? (Include supporting documents in the appendix.)
* Is your business affected by zoning, ADA, OSHA regulations?

**Insurance/Bonding**

* Describe the insurance coverage (i.e. liability, property, workers compensation, etc.) you have to protect both the company and yourself
* Will you/your employees need to be bonded?
* Will your company provide employee benefits for you and/or your employees? Explain, and include copies of supporting documents in the appendix.

Type Coverage Cost

**Project Costs**

(List each item and amount under appropriate section. Detailed list created in “Cash Flow Made Easy” seminar on Project Cost Detail Template can go in the appendix if too long)

**Inventory $**

**Start Up Costs $**

**Wages/Training**

**Outside Services**

**Office Supplies**

**Repairs & Maintenance**

**Advertising**

**Acctg & Legal**

**Rent Deposit**

**Telephone Deposit**

**Utilities Deposit**

**Insurance**

**Dues & Subscriptions**

**Permits & Licenses**

**Bank Fees/Checks**

**Building/Land $**

**Renovations $**

**Equipment $**

**Furniture & Fixtures $**

**Working Capital**   **$**

**Market Analysis**

**Target Market and Demographics**

* Who are your potential customers? Define the characteristics by sex, age, income, education, occupation, household size, geography, lifestyle, or other relevant characteristics.
* What is your geographic market area? How many potential customers are in your market? Document the sources of your estimates.
* Identify potential market segments. List potential customers in each group and estimate their product usage.
* What percent of the market do you have now? How much do you think you will have in the future? Document the sources of your estimates.
* What will influence the purchase decisions of your customers: price, quality, service, personal contacts, political pressures or some combination of these factors?

**Competitive Analysis**

* Define the current advantages and disadvantages of your major competitors’ products/services. Get to know the competitors' products by calling, sending someone to the office as a customer, looking at their advertising, etc.
* Who is the quality leader? The pricing leader?
* Identify substitute products/services.
* What is the trend in the business/industry? (Are revenues growing, stable, or in decline?)

Co. Name

Address

*Advantages:*

*Disadvantages:*

Co. Name

Address

*Advantages:*

*Disadvantages:*

Co. Name

Address

*Advantages:*

*Disadvantages:*

**Competitive Edge**

* What makes your product/service unique?
* What features or services will you offer that will justify your price compared to competitors' prices?
* How will you attract and keep your share of the market? Explain all that apply: customer service, convenience, product quality, price, location, promotion, persuasion-personal selling, distribution, accept credit cards/checks, extend credit. What are your credit policy and payment terms?
* What are your service and warranty policies?

**Sales Forecast**

**(the numbers will come from your cash flow projection spreadsheet)**

* Is your business seasonal? Explain.
* Describe the potential annual growth of the total market for the product or service for each major customer group.
* Total market projections should be made for at least three years.
* Discuss the major factors affecting sales growth (industry trends, socio-economic trends, government policy, population shifts, etc.).
* Chart monthly sales forecasted (by market segments) for the first year and annual summaries for the second and third.

**Marketing Strategy and Implementation**

**Promotion Strategy**

* Explain the methods the company will use to appeal to the product/service purchasers (i.e. TV, radio, journals and magazines, direct mailing, trade shows, etc.)
* Describe the promotional literature, brochures, sales aids and promotional items proposed or developed.
* What is the seasonality of the market? What are the options for your company to generate and promote sales out of season?
* What are your sales and marketing tactics (i.e. community involvement, association memberships, customer database, media relations, special events, etc.)?
* If the company decides to use the services of an advertising agency, describe what the agency will be doing and the costs involved.

**Pricing Strategy**

* Present your pricing strategy.
* Present why this strategy will enable you to sell the product or service, maintain and increase market share in the face of competition, and produce profit.
* Compare your pricing policy with those of your major competitors.
* If the price is higher than the competition, justify it on the basis of newness, quality, warranty, and/or service.
* If the price is lower than competition, explain why and how you will maintain profitability (lower manufacturing or labor costs, lower overhead, lower material costs, greater effectiveness, etc.)
* Describe any discount allowance for prompt payment or volume purchases.

**Distribution and Sales**

* Describe the methods (internal sales force, sales representatives, distributors, etc.) that your company will use to make sales and distribute the product or service (initial and long term).
* If a direct sales force is to be used, indicate how it will be structured and at what rate it will be built up.
* Discuss the margin that will be given to salespeople, wholesalers, and retailers. Compare the methods and margins with the ones used by the competition.
* Prepare a table indicating the build up of dealers and representatives by month and expected sales to be made by each dealer or rep.

**Strategic Alliances**

* Explain your strategic alliances, such as co-marketing, co-development, commission and cooperative arrangements.
* Is your fate tied to that of any other company?
* Can you link your promotion or distribution strategies to another company, or companies?

**Human Resources**

**Management Summary**

* List the members of the management team and summarize their experience. Describe their functions with the business. Include resumes in the appendix.
* Note management gaps and weaknesses and specify how they will be corrected.
* Who is on your board of directors and what do they contribute to the business? Who are your major stockholders and what is their role in management?

Name

Experience X years

Experience X years

Experience X years

Experience X years

Name

Experience X years

Experience X years

Experience X years

Experience X years

**Organizational Structure**

* Describe your organizational structure and include a brief description of who does what. Include an organizational chart if necessary.
* List proposed salaries and wages. Are they consistent with industry norms?
* If you will be using independent contractors, have you discussed this with the Kansas Department of Revenue and/or the IRS to make sure they are not considered employees?
* Describe the local labor market in terms of local unemployment rates, education, background and experience. Where will you find your new employees?

**Management Assistance Team**

* List by name and firm the professionals you will engage to assist with management functions (i.e. lawyer, accountant, outside consultant, etc.)

Consultant

Linda Sutton-Nutsch

LRS Consulting INC

PO Box 92

Chester, NE 68327

402-200-1324

Lawyer

Accountant

Insurance Agent

**Financial Plan**

(this is where the cash flow projections & assumptions will go)

**Appendix A**

(this is where all the appendix attachments will go)

**Appendix B**

(this is where all the appendix attachments will go)

**Appendix C**

(this is where all the appendix attachments will go)

**Appendix D**

(this is where all the appendix attachments will go)