

The Business Plan Summary Outline

Title Page

Pertinent Information – First Impression!

Mission Statement

I. Business Description or Executive Summary (1 or 2 paragraphs)

- a. Brief History
- b. Current Story
- c. Future Plans, Ideas, Goals

This may be easiest to write this last!

II. Marketing Plan

- a. Situation Analysis - Product(s), Competitive Analysis, Target Market, Pricing
- b. Market Objectives – Supports overall goals
- c. Marketing Strategy - Methods
- d. Marketing Tactics – Budget, Timeline

III. Operations Plan

“What you do and how you do it.”

- a. Geographic Location
- b. Facilities and improvements
- c. Labor force

- d. Hours of operation
- e. Seasonality/yearly operating cycle
- f. Manufacturing/Operational Process

IV. Organization and Management Plan

- a. Business Structure
- b. Key management personnel
- c. Management compensation and ownership
- d. Supporting professional services
- e. Laws and Regulations affecting your business

V. Financial Plan

- a. Historical Financial Statements
- b. Financial Projections

VI. Appendices – if necessary

- a. Building Floor Plan
- b. Organization chart
- c. Pricing Sheet
- d. Advertisements
- e. Financial Information