

Business Plan Content Outline

I. EXECUTIVE SUMMARY

1 page overview of the entire plan (typically written last)

II. PERSONAL BACKGROUND INFORMATION

Personal Profile of Skills and Experience

- This section should be at least one full paragraph
- Include your education background, life experience, volunteer experience and employment experience
- Must include a Background Summary on each owner (if more than one)

III. BUSINESS CONCEPT

General Description of the Business

- This section should be at least one full paragraph
- Include a very broad overview of what your business is

Business Goals and Objectives

- Include a 1 year, 2 year and 3 year goal
- Some questions to ask yourself: where do I see my business going? Will I create jobs? Will I increase revenue? Will I add a second location? These are just examples.
- Use bullet points in this section
- At least 3 goals under each year

Background of the Industry

- This section should be 2-3 paragraphs
- Industry descriptions typically include the key information identified in the industry analysis.
- This includes the industry's NAICS codes, the size of the industry (in number of firms and sales), and some indication of the historical trend of growth, stability, or decline (how much it is growing, how long it has remained stable, or by how much sales overall is it declining over time).

IV. BUSINESS ORGANIZATION

Ownership and Regulations

- Ownership: Include what business entity you have chosen for your business (LLC, S-Corp, C-Corp). This should be 1 paragraph
- Regulations: how is your business regulated (i.e. health department? OSHA?...etc). Depending on the type of your business, this could be anywhere from 1-4 paragraphs

Managing People

- This section should be 1-2 paragraphs
- Include how you will be a great manager/owner to your employees. Give concrete examples of what you will do

Managing the Books and Records

- This section should be 1-2 paragraphs
- Include what software you will use to track sales
- Include how the accountant your hired will also assist you (i.e. yearly business taxes)

V. THE MARKETING PLAN

Products/Services Description

- Give a more detail version of exactly what products or services you will be offering. For example, if you are opening a deli, pick a few items off your menu to put down.
- Either 1-2 paragraphs or you can use bullet points

Customer Analysis

- This section should be 1-2 paragraphs
- Include: age, race, gender, income bracket, education and marital status
- Include: the customers relation to the product or service (will they use it themselves, gift it, resell it, etc.),
- Include: how often they buy (once a day, once a week, twice a month, every three years, once in a lifetime, etc.)

Competitive Analysis

- This section should be 1-2 paragraphs on each competitor
- Research 2 competitors that offer the same product/service or very close to it
- Your competitors should be within a 20 miles radius of where your business location will be
- In each paragraph, you should include a competitive weakness, competitive strength, how long have they been in business, where are they located and what services/products they offer

Pricing Structure

- This section should be 2 paragraphs
- Include 5 examples of products/services that you are offering and at what price (retail)
- Then include how much it costs you (COGS) to produce the product or service

Promotional Strategies

- This section should be 1-2 paragraphs
- Include how you will promote your business to the community. This low-cost or no costs ideas

Customer Service and Sales

- This section should be 1-2 paragraphs
- Include how you and your business will give good customer service to your customers/clients

VI. THE FINANCIAL PLAN

- Start-up Costs/Needs
- One year projections and explanations (template provided by WWBIC)
- Three years profit and loss projections (template provided by WWBIC)
- Personal Financial Statement (WWBIC form)