

## **Business Plan Outline**

(cover sheet)  
Business Name  
Business Address  
Business Phone  
Website  
Owner's Name  
Date

### **Executive Summary/Letter**

1. Brief description of your business
2. Plan of action (if applying for loan, describe purpose(s) of loan)
3. Why this plan makes sense (outcomes/benefits)

### **I. Ownership**

- Who owns the business (brief bio)
- What type of organization it is (proprietorship, partnership, corporation, limited liability corporation, etc.)
- The division of responsibility between owners/employees

### **II. Description of Business**

- History of business
- Products/services presently offered described in detail & briefly who you sell to and how (store, shows, catalog, wholesale, cold calls, etc.) as well as prices for your products
- New products/services described & brief description of customers & sales methods
- Number of employees & if planning to expand, increase in jobs
- Suppliers & inventory levels/turnover
- Facility - own or rent, description of location, size, special features
- Improvements planned (if applicable)
- Equipment owned
- Equipment you plan to purchase (if loan is for equipment)

### **III. Market Information**

- **Industry - (depending on type of business, may not apply)**
  - Industry outlook - nationally, state-wide, locally
  - Factors that affect the industry currently - supplies, changes in legislation, market trends, new technologies

- **Your Customers**
  - Describe major customer groups in detail (i.e. by age, geography, income, business type, sex, local or tourist, wholesale or retail) & assign percentages to each group (for example, 40% local, 60% tourist)
  - Buying patterns for each group (season, time of day, day of week, how often, etc.)
  - Why these customer groups choose your business
  - Trends affecting their choices/ decisions/ behavior
  
- **Your Competitors**
  - List your major competitors and describe how their businesses are similar/different to yours
  - Describe where your business fits into the market
  - Discuss your strengths/weaknesses relative to your competitors and how you will use/ improve them (SWOT Analysis)
  - Describe your relationships with your competitors
  
- **Your Marketing Strategy**
  - Your image, advertising/promotion plan, and pricing & how they match your target market(s)
  - Detail on how you sell, distribute, and service your product/service and why
  - Sales goals, strategies for the next year

#### **IV. Management**

- Resume describing your relevant experience and education
- Key personnel and their job descriptions
- Accounting and recordkeeping systems described
- Other relevant management systems or techniques (inventory, production, etc.)

#### **V. Financial Information**

- **Historical**
  - Your past 2 years of tax returns
  - Past 2 years of business tax returns (if applicable)
  - Balance sheet and income statement (if available)
  
- **Source and Use of Funds (if plan is for financing/start-up or expansion)**
  - Include estimates for purchases of equipment, renovations, etc.
  - Lists of inventory, supplies, etc.
  
- **Projections**
  - Sales goals, in dollars and units
  - Break-even analysis, if new business
  - One-year, monthly cash flow projection
  - Projected balance sheet/income statement

**V. Other Information**

- Lease/Purchase & Sales Agreement
- Sales materials - brochures, sell sheets, price lists, etc.
- Pictures of products
- Pictures of facility
- Customer lists
- Letters of commitment or contracts
- Letter of recommendation
- Market research data
- Other, as appropriate