TABLE 1 Business Plan Format for New Venture Fitness Equipment Inc.

Table of Contents

I.	Executive Summary	1
II.	Company Description	3
III.	Industry Analysis	6
IV.	Market Analysis	10
V.	Marketing Plan	14
VI.	Management Team and Company Structure	18
VII.	Operations Plan	22
VIII.	Product (or Service) Design and Development Plan	25
IX.	Financial Projections	30
	Appendices	
	Summary of Feasibility Analysis, Including Customer Reaction to the Product or Service	
	Supporting Industry Research	
	Resumes of Management Team Members	

Intellectual Property IX. Financial Projections Sources and Uses of Funds Statement Assumptions Sheet Pro Forma Income Statements Pro Forma Balance Sheets Pro Forma Cash Flows Ratio Analysis	Facilities and Equipment Coperations Strategy and Plans VIII. Product (or Service) Design and Development Plan Development Status and Tasks Challenges and Risks		Overall Marketing Strategy Pricing Strategy Sales Process (or Cycle) Management Team and Company Structure Management Team	Long-Term Prospects IV. Market Analysis Market Segmentation and Target Market Selection Buyer Behavior Competitor Analysis Estimate of Annual Sales and Market Share W. Marketing Plan	: : : :	ble of Contents Executive Summary Company Description Contents Analysis
3343338	22222	. 19	18 17 16 15 15 15 15 15 15 15 15 15 15 15 15 15	· · · · · · · · · · · · · · · · · · ·	: : : : : : : : : : : : : : : : : : : :	: :

Appendices

i atical