

Table of Contents- A Typical Business Plan

Executive Summary

Management and Organization Plan

- Legal Form of Business
- Management Team
- Board of Directors/Advisory Board
- Recruitment and Selection of Employees
- Compensation and Ownership
- Employee Reward and Incentive Plan
- Communication
- Infrastructure

Product / Service Plan

- Purpose of Product/Service
- Features and Benefits
- Stage of Development
- Product/Service Limitations
- Product/Service Liability
- Production
- Facilities
- Suppliers
- Related Products/Services and Spin-Offs
- Trademarks, Patents, Copyrights, Licenses, Royalties
- Governmental Approvals

Marketing Plan

- Industry Profile
 - Current Size*
 - Growth Potential*
 - Industry Trends*
 - Other Characteristics*
 - Distribution Channels*
- Competitive Analysis
 - Direct Competition*
 - Indirect Competition*
 - Future Competition*
 - Competitive Analysis*
- Market Analysis

Target Market Profile

Customer Profile

Future Markets

Pricing

Pricing Strategy

Price List

Pricing Policies

Market Penetration

Company Image

Customer Service

Location

Direct Sales Force

Sales Representatives

Licensing or Distributors

Advertising and Promotion

Publicity

Telemarketing/Direct Mail

Internet

Trade Shows

Market Penetration Effectiveness

Financial Plan

Start-Up Costs

Sales Projections

Income Projections

Cash Requirements

Sources of Financing

Exit Strategy

Projected Financial Statements

- *Monthly Cash Flow Report (for three years)*

- *Year-End Income Statement*

- *Year-End Balance Sheet*

- *Ratio Analysis*

Appendix