

Personnel plan

Think of the personnel plan as a justification of each team member's necessity to the business.

The overall importance of the personnel plan depends largely on the type of business you have. If you are a sole proprietor with no employees, this might not be that important and could be summarized in a sentence or two. But if you are a larger business with high labour costs, you should spend the time necessary to figure out how your personnel affects your business.

If you opt to create a full personnel plan, it should include a description of each member of your team, and what they bring to the table in terms of training, expertise, and product or market knowledge. Think of this as a justification of each team member's necessity to the business, and a justification of their salary (and/or equity share, if applicable). This would fall in the company overview section of your business plan.

You can also choose to use this section to list entire departments if that is a better fit for your business and the intentions you have for your business plan. There's no rule that says you have to list only individual members of the management team.

This is also where you would list team members or departments that you've budgeted for but haven't hired yet. Describe who your ideal candidate(s) is/re, and justify your budgeted salary range(s).