**AREC 213**

**Essential Elements of a Good Business Plan**

**Business Plan Executive Summary -** Your executive summary is a snapshot of your business plan as a whole and touches on your company profile and goals. Read these tips about what to include.

**Market Analysis** - Before launching your business, it is essential for you to research your business industry, market and competitors.

**Company Description** - Your company description provides information on what you do, what differentiates your business from others, and the markets your business serves.

**Organization & Management** - Every business is structured differently. Find out the best organization and management structure for your business.

**Marketing & Sales** - How do you plan to market your business? What is your sales strategy? Read more about how to include this information in your plan.

**Service or Product Line** - What do you sell? How does it benefit your customers? What is the product lifecycle? Get tips on how to tell the story about your product or service.

**Funding Request** - If you are seeking funding for your business, find out about the necessary information you should include in your plan.

**Financial Projections** - If you need funding, providing financial projections to back up your request is critical. Find out what information you need to include in your financial projections for your small business.

**Appendix** - An appendix is optional, but a useful place to include information such as resumes, permits and leases. Find additional information you should include in your appendix.