**TABLE OF CONTENTS**

|  |  |  |
| --- | --- | --- |
| I. | EXECUTIVE SUMMARY | 1 |
|  |  |  |
| II. | INTRODUCTION | 2 |
|  |  |  |
| III. | ANALYSIS OF THE BUSINESS SITUATION | 5 |
|  |  |  |
| A. | Trading Area Analysis |  |
|  | 1. Geographic and demographic |  |
|  | 1. Market segment analysis |  |
|  |  |  |
| B. | Competitors |  |
|  | 1. Primary competitor’s strengths and weaknesses |  |
|  | 1. Competitive advantages and disadvantages of the proposed business |  |
|  |  |  |
| IV. | PLANNED OPERATION OF THE PROPOSED BUSINESS | 10 |
|  |  |  |
| A. | Proposed Business and Organization |  |
|  |  |  |
| B. | Proposed Strategies |  |
|  | 1. Proposed pricing policy |  |
|  | 1. Proposed promotional program |  |
|  |  |  |
| V. | PLANNED FINANCING | 17 |
|  |  |  |
| A. | Start-up Costs with On-going Expenses |  |
|  |  |  |
| B. | Projected Cash Flow Statement for First Year |  |
|  |  |  |
| C. | Description of Planned Growth Including Financial Resources and Needs |  |
|  |  |  |
| D. | Proposed Plan to Meet Capital Needs |  |
|  | 1. External and internal resources |  |
|  | 1. Plan to repay borrowed funds and plan for return on investment (ROI) |  |
|  |  |  |
| VI. | CONCLUSION | 25 |
|  |  |  |
| VII. | BIBLIOGRAPHY | 27 |
|  |  |  |
| VIII. | APPENDIX | 28 |