Business Plan Outline

I. EXECUTIVE SUMMARY
1-3 page overview of the entire plan (typically written last)

II. PERSONAL BACKGROUND INFORMATION
Personal Profile of Skills and Experience

III. BUSINESS CONCEPT
General Description of the Business
Business Goals and Objectives
Industry Information:  Industry Background • Current and Future Trends • Business “Fit” in the Industry

IV. BUSINESS ORGANIZATION
Ownership, Regulations and Taxes
Management Issues: Managing People • Managing Risk • Technology
Managing the Books and Records

V. THE MARKETING PLAN
Products/Services: Description • Features/Benefits
The Market Analysis: Customer Analysis • Competitive Analysis • Market Potential
Marketing Strategies: Product or Service Lines • Positioning • Packaging • Pricing Structure • Distribution • Promotional Strategies • Customer Service and Sales

VI. THE FINANCIAL PLAN:
Investment Required for Start-Up: Start-up Costs/Needs • Investment Required–Bank Loan/Self
Cash Flow Projections: One year projections and explanations
Additional Financial Information: 3 years profit & loss projections • 3 years balance sheet projections • Explanations and assumptions Historical financial statements (for an existing business) • Personal Financial Statement

Who will be responsible for implementing financial plan?

VII. ATTACHMENTS
Résumé
Credit references
Letters of intent to purchase (or copies of contracts)
Copies of legal documents
Tax returns (3 years personal and 3 years business if applicable)
Photos, maps, floor plans, samples, promotional materials, etc.
Organization chart, job descriptions
Other...

Located in the Wood Technology Center of Excellence at NTC’s Antigo Campus