

The Business Plan Format

In reality there is no standard format for the presentation of a good business plan. Business plans vary in content and size according to the nature and size of the business concerned and on the emphasis that is placed on certain critical areas as opposed to others.

The Contents

Every business plan should address a number of fundamental issues without which it would not be complete. These issues can be grouped under six major areas that are the pillars of every business activity whether large or small. These are:

- Sales and Marketing
- Operations
- Human Resources
- Finance
- Information & Communication Technologies (ICT)
- Information Management

Essential contents of a Business Plan in a simple format

The table below lists the important elements of a business plan and offers some simple points that need to be taken into consideration in regard to each section. It is worth noting that these points are by no means exhaustive and are meant to serve only as examples. The table is intended to provide you with a simple format upon which to base your business plan.

The format provides you with a framework for presenting your thoughts, ideas and strategies in a logical, consistent and coherent manner. In other words the business plan format helps you to clarify your own ideas and present them clearly to others.

- 1. Executive Summary
- 2. Enterprise Description
- 3. Product or Service Description
- 4. Industry Analysis
- 5. Competition Analysis
- 6. Swot Analysis
- 7. Marketing Sub-Plan
- 8. Operations Sub-Plan
- 9. Human Resources Sub-Plan
- 10. The Budget
- 11. Liquidity
- 12. Financial Sub-Plan
- 13. Selected Options and Critical Measures
- 14. Milestone Schedule

1. Executive Summary