



## A Sample Business Plan Outline

Remember to use this outline as a general guide only. Some parts may not apply to your business and some items important to your particular business might be missing.

**The Executive Summary** - The Executive Summary appears at the beginning of the business plan and gives the reader a quick, but informative overview of who you are as a person, what your business is all about and a brief, but convincing argument as to why you will be successful. The executive summary is never longer than two pages. One page is preferable.

### **Description of the Business**

1. Name of business, Location, Facility Description
2. Three or four top level goals
3. At least one strategy to go with each goal

### **Product(s)/Service(s)**

1. Briefly describe what you will offer and why it is unique
2. Introduction to your market: The market being served (The Target Market)
3. Customer demand situation, Competitive Situation
4. Sales & Marketing - Where is the market going?

### **Management**

1. Type of Organization, its culture, how it will be operated
2. Who are the people in charge?

### **Financial Requirements**

1. For what purpose is external financing required (if any)
2. Financial History of the business

### **Organization Description**

1. Division of Responsibility, authority of each person and measurements of effectiveness