

# ***BUSINESS PLAN OUTLINE***

## **I. Executive Summary**

The purpose of the executive summary is to convince the funding source to read the whole Plan. It should be a two-page overview, which highlights strengths and objectives of the Plan (i.e., return on investment, sales, profit, market share, jobs created, community benefits, etc.). Include a brief description of the business and its industry, as well as an explanation of the market opportunity.

## **II. Company Background**

Name, nature of business, history, affiliates, stage of development, unique features of products or services, any proprietary position (patents experience).

## **III. Product or Service Description**

Definition of product or service to be sold.

- Product viability
- Technology

## **IV. Market Analysis and Marketing Strategy**

Provide an in-depth analysis of the market for the product and services to be sold. Include the following:

### **A. Market Profile**

1. Competition and industry information
2. Trade/Service Area (include map)
3. Customer profile (describe the actual and potential purchasers of the product or service by market segment)
4. Market Size (estimate the size of the total current market for the product or service)
5. Quantify the size of each market segment in relevant terms (dollars spent, units used, number of people, percent of income, etc.)

### **B. Market Plan**

Provide a detailed description of how the business will obtain its estimated market share and achieve its sales objectives. Discuss your overall marketing strategies and plans for: