

Index

1.0 Executive Summary

- 1.1 Objectives
- 1.2 Mission
- 1.3 Keys to Success

2.0 Company Summary

- 2.1 Company Ownership
- 2.2 Company History
- 2.3 Company Locations and Facilities

3.0 Products and Services

- 3.1 Product and Service Description
- 3.2 Competitive Comparison
- 3.3 Sales Literature
- 3.4 Sourcing and Fulfillment
- 3.5 Technology
- 3.6 Future Products and Services

4.0 Market Analysis Summary

- 4.1 Market Segmentation
- 4.2 Target Market Segment Strategy
 - 4.2.1 Market Needs
 - 4.2.2 Market Trends
 - 4.2.3 Market Growth
- 4.3 Industry Analysis
 - 4.3.1 Industry Participants
 - 4.3.2 Distribution Patterns
 - 4.3.3 Competition and Buying Patterns
 - 4.3.4 Main Competitors

5.0 Strategy and Implementation Summary

- 5.1 Strategy Pyramids
- 5.2 Value Proposition
- 5.3 Competitive Edge
- 5.4 Marketing Strategy
 - 5.4.1 Positioning Statements
 - 5.4.2 Pricing Strategy
 - 5.4.3 Promotion Strategy
 - 5.4.4 Distribution Patterns
 - 5.4.5 Marketing Programs
- 5.5 Sales Strategy
 - 5.5.1 Sales Forecast
 - 5.5.2 Sales Programs

5.6 Strategic Alliances

5.7 Milestones

6.0 Web Plan Summary

- 6.1 Website Marketing Strategy
- 6.2 Development Requirements

7.0 Management Summary

- 7.1 Organizational Structure
- 7.2 Management Team
- 7.3 Management Team Gaps
- 7.4 Personnel Plan

8.0 Financial Plan

- 8.1 Important Assumptions
- 8.2 Key Financial Indicators
- 8.3 Break-even Analysis
- 8.4 Projected Profit and Loss
- 8.5 Projected Cash Flow
- 8.6 Projected Balance Sheet
- 8.7 Business Ratios
- 8.8 Long-term Plan

9.0 Appendix