

BUSINESS PLAN OUTLINE

Elements of a Business Plan

1. Cover sheet
 2. Statement of purpose
 3. Table of contents
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I. The Business

- A. Description of business
- B. Marketing
- C. Competition
- D. Operating procedures
- E. Personnel
- F. Business insurance
- G. Financial data

II. Financial Data

- A. Loan applications
- B. Capital equipment and supply list
- C. Balance sheet
- D. Breakeven analysis
- E. Pro-forma income projections (profit & loss statements)
 1. Three-year summary
 2. Detail by month, first year
 3. Detail by quarters, second and third years
 4. Assumptions upon which projections were based
- F. Pro-forma cash flow
 1. Follow guidelines for letter E.