



Business Plan Guide

Writing a business plan, especially for those who do not come from a business background, may seem daunting. But worry not. The business plan can be broken down into several clear, logical modules. Following a structure like the one below in writing a business plan is not an arbitrary exercise. It forces you to think ahead and plan. Setting a direction and having a benchmark to compare your progress against will lead to greater awareness and better performance.

1) Executive Summary

- Clear, succinct, and effective as a standalone overview of the plan

2) Company Overview

- Genesis of concept
- History and current status
- Overall strategy and objective of the venture

3) Products and Services

- Description of your product or services' key features, benefits to customers, and pricing
- Comments on development, next steps, and proprietary position

4) Marketing

- Description of your potential customers in terms of size and composition
- Sales and promotion strategy
- Assessment of competitors through barriers to entry and competitor analysis

5) Operations

- Production and delivery of product or service
- Product costs and margins
- Potential obstacles and risks, and corresponding alternate courses of action

6) Management

- Organizational structure and a summary of how the skills and backgrounds of management will enable venture to execute strategy

7) Summary Financials

- Projected cash flow statement, income statement, and balance sheet
- Amount of funding needed to move forward, if any, and the intended usage of capital