

## **BUSINESS PLAN OUTLINE**

This outline briefly describes each section of the business plan and lists several questions to answer under each section.

### **EXECUTIVE SUMMARY**

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This is a one to two page highlight of key ideas/plans in business plan. The summary should interest a reader in the business concept and entice her to read the full plan. Although the Executive Summary appears first in the final document, it will be written last.

### **DESCRIPTION OF BUSINESS**

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This section should give a brief history of the business. For start-ups, this section should address questions 1-4.

1. What is the business name?
2. How is the business organized (sole proprietorship, partnership, corporation)?
3. Who are the business owners?
4. How long has the business been organized?
5. What accomplishments have been achieved to date?

### **DESCRIPTION OF PRODUCT/SERVICE**

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It is critical to give a clear and concise description of the product made or the services offered the firm. This section should be written in layperson terms - technical information can be attached in the appendix. You should emphasize the benefit your solution offers to the target market.

1. What does the business sell?
2. What are the features and benefits of the product or service?
3. What solution does the business offer to the marketplace?
4. Describe your pricing.