

# Business Plan Overview

## Table of Contents

Always update the Table of Contents LAST - before printing.

## The Executive Summary

While appearing first, this section of the business plan is written last. It summarizes the key elements of the entire business plan. ***Include the mission statement.***

## The Industry

An overview of the industry sector that your business will be a part of, including industry trends, major players in the industry, and estimated industry sales. This section of the business plan will also include a summary of your business' place within the industry.

## Market Analysis

An examination of the primary target market for your product or service, including geographic location, demographics, your target market's needs and how these needs are currently being met. Be sure to include your online strategy and Social Media Plan.

## Competitive Analysis

An investigation of your direct and indirect competitors, with an assessment of their competitive advantages and an analysis of how you will overcome any entry barriers to your chosen market.

## Marketing Plan

A detailed explanation of your sales strategy, pricing plan, proposed advertising and promotion activities, and benefits of your products and/or services.

## Management Plan

An outline of your business' legal structure and management resources, including your internal management team, external management resources, and human resource needs.

## Operating Plan

A description of your business' physical location, facilities and equipment, kinds of employees needed, inventory requirements and suppliers, and any other applicable operating details, such as a description of the manufacturing process.

## Financial Plan

Include your detailed financial statements, both historic and projected, a financial statement analysis, a description of your funding requirements, and your investors' projected return on investment.

## Appendices and Exhibits

Any additional information that will help establish the credibility of your business idea, such as marketing studies, photographs of your products, and/or contracts or other legal agreements pertinent to your business.