

# Components of a Business Plan

- 1. Table of Contents**
- 2. Mission Statement**
- 3. Executive Summary**
  - a. Name and address of business
  - b. Owners' names
  - c. Legal form (structure) of the business
  - d. Vision and/or mission statement
  - e. Brief description of the business
  - f. Products and services to be produced and sold
- 4. General Company Description**
  - a. Detailed description and history of business
  - b. Business purchase or startup terms
  - c. Expected outcomes of business operations
- 5. Products and Services**
  - a. Detailed description of products/services offered
  - b. Your competitive advantage or disadvantages
  - c. Pricing structure of your products and services
- 6. Marketing Plan**
  - a. Current and future industry conditions and risks
  - b. Analysis of current and future market potential
  - c. Identify market participants and competitors
  - d. Target markets and customer profile
  - e. Promotional/advertising plan
  - f. Distribution strategy (how will you sell your product)
- 7. Operational Plan**
  - a. Critical timelines
  - b. Site selection (location and rationale)
  - c. Personnel and payroll projections
  - d. Key suppliers and vendors identified
  - e. Professional team (accountant, attorney, banker, etc.)
  - f. Licenses & permits required
  - g. Sustainability (economic, environmental, social)
- 8. Management and Organization**
  - a. Organizational chart
  - b. Job description for management personnel
  - c. Resumes of owners and employees
- 9. Financial Plan**
  - a. Business establishment cost
  - b. Major equipment and tool needs
  - c. Equity and capital contributions
  - d. Loan and borrowed funds required
  - e. Beginning balance sheet
  - f. Projected profit and loss (1 year)
  - g. Projected cash flow (1 year)
  - h. Break even analysis