

Business Plan Components

Business Objective-

This is 3-5 sentences stating the goals of the business, what it will sell, how the business will grow, and how it will benefit the employees.

Executive Summary and Company Description-

Include the form of business you will have, along with the who, what, when, where, how of your company/product/service

Products and Services Marketing Mix- What will our focus be? What specifically will you be providing to the end user for a profit? Remember who is your target market and niche markets. Describe your marketing strategies for each

Competitive Advantage (Core Competencies)- What is your product differentiation? How do you fulfill the need greater than your competitor?

Situation Analysis (SWOT)- This outlines the marketing environment and helps to identify the businesses strengths, weaknesses, opportunities, and threats

Benefits to the community – How with the company give back to the community?

Employment Structure- How will we structure the employees?

Benefits to Employees- How will being part of running this business be a benefit to the employee?

Operations Plan- What space and materials do we need to do business? Include a detailed floor plan

Financial Plan- Summary of the investment needed, sales and cash-flow forecasts, price markups, breakeven analysis, and then future growth how to you see the company moving in the future?

*(This section is the most important for attention to detail)

Assumptions- How will the company handle business problems/situations that arise

Conclusion- Summarize the business plan in general terms and ask for the investment