

## **Generic Business Plan Outline**

### **The Company**

What type of entity structure? S-Corporation, Corporation, Limited Liability Company, Partnership, other?

Describe your principle products and/or services. Discuss unique features, if any.

What are the product brand names, service offerings, price ranges and quality factors?

Is your business seasonal? If yes, please describe your high and low periods. If not, please discuss why your business does not fluctuate based on supply and demand.

Do you have any trademarks, patents, or any other advantages over the competition?

Do you manufacture or outsource the production of your product? If you manufacture, please provide the details on the facilities, number of employees, raw materials, etc. If you outsource, what is the cost to produce one unit?

Have you selected attorneys, CPAs, management consultants, bankers, advertising agencies, etc. to help you with start-up planning?

How will the ownership of the entity be structured? Are you planning on introducing Angel Investors, Venture Capitalists, or other into your business to assist with initial funding? If so, how much of the company are you willing to allocate to the outside investor?

### **Objectives**

Besides money, what is the reason for starting your business?

How are you different from your competitors? How is your product or service unique?

Why should people do business with you versus your competitors? What benefits do you provide?

### **Goals**

What are your 10-year goals?

What are your 5-year goals?

What are your 1-year goals?

What are your 6-month goals?

### **Marketing Strategy**

Who are your Target Clients/Customers?

What is your Market Segment?

What methods of advertising will you use (i.e. TV, radio, newspapers, word-of-mouth, blogs, PR, etc.)?

What image are you trying to convey to your clients and to the community? What will the advertisements and promotions look like?

How are “return-on-investment” on the advertising and promotions going to be measured?

Who are your major competitors? If this is a new product or service, who is currently in the marketplace offering similar products/services?

### **Organizational Structure**

Who are the directors or owners of this business? Include resumes and discussions on how they add value to the strategy of the business.

How will you find and hire staff?

Create an Organizational Chart. What does your projected staff look like? Include yourself and any co-owners who materially participate in the operation of the business and/or receive salaries or wages from the business.

<u>Name</u>	<u>Position</u>	<u>Skills</u>	<u>Annual Salary</u>
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Who is responsible for what in your organization? How are tasks accomplished?

### **Operational Information**

What pieces need to exist for the business to operate and to manage daily / monthly issues?

What pieces can be outsourced (i.e. payroll, accounting, HR, etc)?

What ratios or performance metrics will help you in monitoring this business? For example: inventory turnover, days in inventory, accounts receivable turnover, days accounts receivable outstanding, sales per square foot, revenue per patient, etc.

What are your contingency plans or exit strategies?

### **Financial Statements and Projections**

What will you charge your products or services? Please list the different products/services you offer along with their rates and expected percentage of total revenues by UNIT?

Determine your monthly revenue by estimating number of units sold at market price. Determine monthly expenses by estimating cost of each unit sold along with rent, utilities, advertising, meals and entertainment, telephone/cellphone, and other applicable expenses.

Determine your monthly cash flow and taxable income by utilizing the information from your Income Statement (aka Profit and Loss Statement) and your Balance Sheet.

What performance measures will you use to determine if your business is successful from a profit and cash flow standpoint?

Do you plan on remaining local or do you wish to grow your business regionally, nationally, globally?

What are your financial risks? What type of financial rewards do you anticipate each year?

What benefits (paid-time-off, medial, dental, disability) and/or retirement plans do you plan on offering to your employees?

What are the expected lease payments or mortgage payments?

Show projected loan payments and repayment schedule.

<u>Purpose of Loan</u>	<u>Current Balance</u>	<u>Original Balance</u>	<u>Date of Origin</u>	<u>Monthly Payment</u>	<u>Term (Years)</u>	<u>Interest Rate</u>
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### **SWOT Analysis**

**(Strengths and weaknesses are internal factors, threats and opportunities are external)**

What do you see as your current strengths for being successful?

What do you see as your possible weaknesses?

What opportunities do you currently have available to you?

What are possible threats to prevent you from achieving your goals (i.e. current unemployment conditions, real trends in your industry, geographic limitations, etc)?

**Executive Summary** (do this last: provide good summary of the detail in the full business plan)

Mission Statement

Brief Overview of Company and Vision

Distinction from Current Competition

Current Market Trends

Management Team

Funding Requirements

Exit Strategy

Summary of Financial Information, including initial funding request