Section 1: Executive Summary

The executive summary is the first section of your business plan.

* What is the vision and mission of the company?
* What are the company’s short- and long-term goals?

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Section 2: Description of Business

The goal of this section is to define the realm, scope, and intent of your venture.

* What business are we in?
* What does our business do?

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Section 3: Market Analysis

In this section, provide evidence that you have surveyed and understand the current marketplace, and that your product or service satisfies a niche in the market.

* Who is our customer?
* What does that customer value?

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Section 4: Competitive Analysis

In this section, answer the following questions to show that your product or service stands to outpace competitors:

* Who is the competition?
* What do they do best?
* What is our unique value?

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Section 5: Description of Organizational Management

In this section, write an overview of the team members and other key personnel who are integral to success.

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Section 6: Description of Products or Services

* What is the product or service?
* How do we produce it, and what resources are necessary for production?

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Section 7: Marketing Plan

In this section, define the marketing strategy for your product or service.

* Who is the target market (if different from existing customer base)?
* How will you reach your target market?
* What resources does your marketing strategy require?

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Section 8: Sales Plan

Write an overview of the sales strategy, including steps to achieve these goals.

* What is the sales strategy?
* What are the potential obstacles, and how will you overcome them?
* What is the timeline for sales and turning a profit?

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Section 9: Funding Details

You do not need to provide a full financial plan, but you should be able to answer the following questions:

* How much capital do you currently have? How much capital do you need?
* What are your physical needs and constraints (space, equipment, etc.)?

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Section 10: Financial Projections

While these projections won’t be exact, you should be able to gauge the following:

* How and when will the company first generate a profit?
* How will the company maintain profit thereafter?

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