

## Business Plan outline

### Executive Summary

1. Overall purpose of company
2. Specific purpose of company

### Management Team Plan

1. Key Management
  - a. Include Resume for each partner (1 independent page each)

### Company Description

1. Business History and Description
  - a. Describe the reasons for starting this business. (Problem)
2. Goals and Objectives
  - a. Explain your company goals related to the investment
  - b. Explain why this would be a good investment

### Product and Service Plan

1. Overview of Products and Services
  - a. Describe the product/ service in detail
  - b. Explain similar products in the marketplace

### Vision and Mission Statements

1. Vision Statement
  - a. Write your Vision Statement the establishes the scope and purpose of your business and reflects its values and beliefs
2. Mission Statement
  - a. Write your Mission Statement. Express the major goals and expansions you have planned.

### Industry Overview

1. Industry Trends and Growth
  - a. Write about the industry trends for your product/ service business.

### Market Analysis

1. Target Market and Demographics
  - a. Describe your core customer. All aspects of your customer.
  - b. Determine the Niche
  - c. Explain the Psychographic data

### 3. Market Trends and Growth

- a. Describe current Trends and forecasted trends

#### Competitive Analysis

### 1. Competitive Overview

- a. Write about your competition. ( choose 1 direct and 1 indirect

### 2. Competitive Advantage

- a. Explain how your business will be different from the competition

### Marketing Plan

#### 1. Marketing Mix Strategies

Product Strategy

Place Strategy

Price Strategy

- a. How much to make each product. Retail Price

Promotion Strategy- include examples of all advertising.

- b. Add Seasonal selling calendar- 1 chart with all months and what happens each month to drive or slow sales

#### Operational Plan

1. Equipment Needs
  - a. Describe what equipment you will need to operate your business
2. Manufacturing Processes
  - a. Describe the manufacturing process and the technology requirements
3. Suppliers
  - a. List your main suppliers for which products
4. Channels of Distribution
  - a. Identify how you will get your products to you, then to the customers

#### Organizational Plan

1. Legal Structure
  - a. Describe your form of ownership and explain the responsibilities of your partners.
2. Record Keeping
  - a. Explain who and how your record keeping will be done
3. Labor, Staffing and Training
  - a. Create a list of employees you will need positions
  - b. Create a job description for you and your partner ( If needed)

#### Social and Ethical Responsibility Plan