

Business Plan Outline

<u>Purpose</u>	<u>Section</u>
	SUMMARY – appears first, written last
Why?	PURPOSE – of the business
Setting	INDUSTRY – past, present, future, trends
Who?	PEOPLE PLAN– management, personnel, organization
What?	PRODUCTS - SERVICES
Where?	LOCATION-OPERATIONS – costs
How?	MARKETING PLAN – customers, pricing, competition, distribution, selling, advertising/promotion
\$\$\$\$	FINANCIAL PLAN – sales, cash flow, break-even, start-up costs, funding sources
	BACK-UP MATERIAL – assumptions, timetable, supporting exhibits