

Snapshot of a Business Plan

Cover Page	→	Complete Business Name, address, phone, fax, e-mail, web address, date
Table of	→	Sequential listing and page numbers of the sections of the plan.
Executive	→	A synopsis of your plan which summarizes the most important parts of your plan. It is written LAST .
Vision/Mission Goals Objectives	→	The Vision is the “possible” dream, the achievable, reality-based place you want to get to. The Mission is a statement that concisely describes your strategy for making the vision happen. The Goals state the accomplishments that need to happen to move the company in the direction of the vision, and the goals must be measurable. The Objectives are specific action that will move your business to it intended destination.
Company	→	This section provides basic information on the history of the business, its structure, management, staffing, strategic alliances, funding sought and future plans. It’s an “in a nutshell” overview of the business, and is called often General Company Description.
Product/Service Strategy	→	Description of your product(s)/service(s) and what makes it unique and competitive. What’s your competitive advantage? What’s your “unique” selling proposition, or what is it that sets you apart from your competitors and convinces people to buy from YOU?
Market Analysis	→	This section defines your market; the demographics, psychographics, geographic and behavioural characteristics of your target customers, your competitors, the business, regulatory issues and the environment.
Marketing	→	Your sales strategy, advertising, promotion and public relations campaigns. The marketing plan is an outfall of knowing your customer EXACTLY!
Financial Plan	→	Your business’s capital requirements and profit potential, including calendarized cash flow, balance sheet, income statement and budget. You need to provide the financial assumptions upon which the figures are based and, as difficult as it may seem, your best-educated estimate/guesstimate on sales.
Company Management	→	The background, responsibilities, skills and qualifications of key personnel. (include resumes in the appendix)
Operational Data	→	This would include contact numbers for your advisors (lawyers, account, mentor, account manager) and/or organizational and legal structure of the business.
Appendices	→	This section includes any support material, documents, resumes, research sources, product literature, contacts and key information that supports the plan.