Business Plan Components

Section 1

Executive Summary

Section’s Role

Summary of business plan
Highlight key points

Questions Answered / Issues Discussed

Provides a succinct description of all other business plan sections:
1) the concept
2) the marketing plan
3) the amount of financing the company seeks, etc.

Section 2

Company Analysis

Sections Role

Provides a strategic overview of the current or proposed company

Questions Answered / Issues Discussed

How is the company organized (e.g. LLC, C-Corp, Partnership, Incorporation, Sole Proprietorship)?

What opportunity is the company capitalizing on? With what products and / or services?

How is the company and product(s) / service(s) unique?

What makes the company qualified to succeed in this business?

Section 3

Sections Role
Evaluate the playing field in which the company will be competing.

*Questions Answered / Issues Discussed*

- What is the size, in units and dollars of the market in which the company (will) compete(s)?
- What market trends, if any, are affecting the market size?
- How many competitors are there?
- What are the barriers to entry?
- How do these industry parameters favor the company?

**Section 4**

**Analysis of Competitors and Competition**

*Sections Role*

Defines competition and assesses customer needs

*Questions Answered / Issues Discussed*

- Who are the proposed customers?
- What are their demographics?
- What products/services are these customers currently buying to fulfill the that the company hopes to fill?
- Who are the major competitors?
- What are their strategies?

**Section 5**

**Marketing Plan**

*Sections Role*

Provides strategy for penetrating the marketplace

*Questions Answered / Issues Discussed*
Overall market strategy

How does the company plan to introduce the product/service/website into the marketplace and generate long-term sales?

What are the specifications of the product/service/website being (to be) offered?

At what price point(s) will the offering be sold?

How does the company plan to promote the product/service/website?

Section 6

Design and Development Plans

Sections Role

Details strategy for taking the idea from concept to reality

Questions Answered / Issues Discussed

What is the current status of product/service/website development?

When is the proposed finish date of development?

What specific tasks must be completed?

What outside company will be involved?

How is the company protecting its proprietary information/technology?

Section 7

Operating Plans

Sections Role

Define how all tasks will be accomplished.

Questions Answered / Issues Discussed

What functions will be needed over time to make venture a success?

What specific tasks will be performed?
Section 8

Management Team

Sections Role

Demonstrates that the company has the required human resources to be successful

Questions Answered / Issues Discussed

Who are the key management personnel and their background(s)?

Section 9

Financial Plan Section

Sections Role

Assesses how much money the company needs and for what and how much it plans to earn in the future.

Questions Answered / Issues Discussed

Actual Income Statements
Proforma Income Statements