

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