

What is a Business Plan?

Outline

Cover Sheet: Business Name, Address, Phone Number, Principals

Table of Contents

Section One: Executive Summary or Statement of Purpose

Section Two: The Business*

1. Description of Business
2. Products/Services
3. Market Analysis
4. Marketing Plan
5. Location
6. Competition
7. Management and Operations
8. Personnel
9. Application and Effect of Loan or Investment

Section Three: Financial Data

1. Income Statements
2. Cash Flow Statements
3. Balance Sheets
4. Assumptions to Projected Financial Statements

*Not all subsections may be necessary.

Source: derived from Small Business Development Center document

