

# 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

