

# **BUSINESS PLAN OUTLINE**

## **A. Description of Business**

1. Business for: proprietorship, partnership, or corporation?
2. Type of business: merchandising, manufacturing, or service?
3. What is the product and/or service?
4. Is it a new business? A takeover? An expansion?
5. Why will your business be profitable?
6. When is your business open?
7. Is it a seasonal business?
8. What have you learned about your kind of business from outside sources (trade suppliers, bankers, other business owners, publications)?

## **B. Product/Service**

1. What are you selling?
2. What benefits are you selling?
3. Which products are rising stars? Which are steady cash cows? Which are in decline or investments in ego?
4. What is different about your goods and services?

## **C. The Market**

1. Who buys from you? Define your target markets.
2. Is your market share growing, steady, or declining?
3. Have you segmented your markets? How?
4. Are your markets large enough for expansion?
5. How will you attract, hold and increase your market share?
6. Are you planning to enter or leave any markets?
7. How do you price your products?

## **D. Competition**

1. Who are your nearest direct competitors?
2. Who are your indirect competitors?

## **E. Location of Business**

1. Where are you (or should you be) located?
2. Why is it a desirable area? A desirable building?
3. What kind of space do you need?
4. Are any demographic or other market shifts going on?

## **F. Management**

1. How does your background/business experience help you in this business?  
For your own use, what weaknesses do you have and how will you compensate for them? What related work experience do you have?
2. Who is on the management team?
3. What are their strengths and weaknesses?
4. What are their duties?
5. Are these duties clearly defined? How?
6. What additional resources are available to your business?

## **G. Personnel**

1. What are your current personnel needs?
2. What skills will your employees need in the near future? In five years?
3. What are your plans for hiring and training personnel?

## **H. Application and Expected Effect of Loan (Investments)**

1. How will the loan (investment) make your business more profitable?
2. Should you buy or lease (equipment, your place of business, and so on)?
3. Do you need this money? Establish a procedure for making borrowing decisions, and plan your borrowing.

## **EXECUTIVE SUMMARY**

The purpose of this section is to summarize the ideas you've developed in the preceding sections. This summary will ensure the different parts of the analysis make sense, support each other logically and coherently, and convince the reader the project and plan are feasible. Includes the financing structure (type of financing, collateral, term, rate and repayment source).