



Executive Summary

What is your overview of your business plan

Highlight your company profile (who you are, what is your mission)

Outline your company goals.

General Company Description

Describe what your business startup will do.



Describe who you will sell to (and where)

Who are your competitors are?

Why customers will buy from you versus your competitors?

Products and Services

Communicate what you are going to sell.

What is the product life cycle and is their opportunity for spin-offs?



Marketing & Sales

Highlight how you are going to “get the word out” about your product or service.

How will you sell your product and where?

Why can you sell your product and services in a competitive landscape.

Management & Organization

Highlight your experience and detail why you can build this company.



What is the best organization for your business?

Startup Expenses and Capital

How much money do you need just to get started?

Are you using cash savings, borrowing from a bank or small business organization or borrowing from family?

Financial Plan

Develop projections for your sales and revenues and the associated variable and fixed costs that you plan to incur.