

Business Plan Outline

Cover Page

Table of Contents

Mission Statement

Purpose

What does the company do?

General Objectives

1. Provide XXX product or service.

A. Type of Business

B. Who will you sell to? (Market Plan)

Business to Business

Business to Consumer

Business to Government (Fed, State, County, City)

Business to Non-Profits

Business to International (Export)

C. What will you sell? (Product/Service)

D. Market Conditions

E. Challenges/Competitive Analysis

F. Solution to Obstacles

G. Financial Statements

H. Sources of Funding

I. Professional Team

J. Business Location

K. Action Plan

Goals

Specifics

Measurable

Attainable

Framed in Time

Strategies (Methodology of accomplishing each goal)

Contingency Plan

Exit Plan

Summary