

Business plan

**Planning For Your Success
Start With A
Strategic Business Plan**

Table of Contents

I. Executive Summary

- Introduction
- Product or Service
- Target Market
- Strategic Direction
- Mission Statement
- Goals and Objectives
- Strategy
- Tactics
- Management Team
- Financial Requirement

II. Our Business

- Business Description
- Management Team
- Personnel
- Strategic Alliances
- Professional Advisors

III. Business Operation / Production

- Business Locations & Facilities
- Equipment & Supplies
- Set-up Schedules
- Health & Safety Regulations

IV. Market Analysis

- Market Overview & Competitive Analysis
- Marketing Mix

V. Financial Analysis

VI. Appendixes

- Income Statement
- Balance Sheet
- Cash Flow Projections For 1st Year of Operation
- Sales & Net Income Projections
- Financial Ratios
- Market Share Calculations
- Organizational Chart
- Management Resumes

I. Executive Summary

The Executive Summary is intended to give your readers a general overview of all the key elements that you are presenting. It ideally should grab and maintain the readers interest and make them study the rest of your plan in greater detail.

The Executive Summary should include the following key elements:

- Introduction
- Product or Service
- Target Market
- Strategic Direction: Mission, Goals & Objectives, Strategies, Tactics.
- Management Team
- Financial Requirement: Return on Investment - ROI

Introduction

The introduction is to provide a detailed description of your business. You will need to include such information as your company name, year commenced, business form, location, etc.

My Company Name has commenced operations on January 1, 2003 as a corporation / partnership / limited partnership / sole proprietorship, etc.

My Company Name is located at (enter address).

My Company Name provides / sells / manufactures, etc. Name and classify your product or service and briefly describe how your product or service will be sold in the market place.

My Company Name is owned by (name all the individuals and their percentage owned).

Product or Service

A description of your product or service will be provided here. Briefly describe the product features and the key benefits for the consumer.

Target Market

Within the target market section you will outline the group of customers that your company wishes to target. These could be current or potential clients that you are targeting to sell your products or services in order to meet their needs.

IV. Market Analysis

Within this section you will analyze your market potential for your products or services while considering all the opportunities and threats that may arise. You will then base your strategies on your findings.

The Market Analysis should include the following key elements:

- Market Overview & Competitive Analysis
- Marketing Mix

Market Overview & Competitive Analysis

Describe the market as it currently is. You will need to conduct some research in order to obtain some knowledge of what your competitors are doing.

You will want to find out who your major competitors are and what is their market share.

You need to estimate what the market potential is and what would be your potential market share.

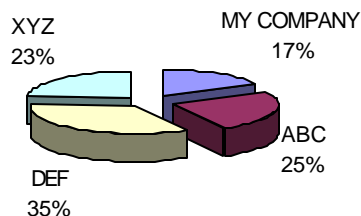
You could find out information regarding your competitors through different means such as the following:

- Look through trade journals, magazines, newspapers, Internet, etc.
- Join associations or business groups that have similar interests.
- Financial statements published by your competitors.
- Government reports on industry and market trends.

In order to help you in your analysis, you can conduct a SWOT analysis (Strengths, Weaknesses, Opportunities, Threats). By looking at these four components you will have a better idea and understanding of your business and how to maximize your businesses potential.

Graphical interpretation will make for easier reading and analysis for your readers. Include a pie chart giving a graphical interpretation of the current market share. More details can be placed in an appendix.

My Company Name Market Share



V. Financial Analysis

Provide a summary of the detailed financial projections and assumptions that are outlined at the end of your business plan in appendixes.

The following are types of statements that you will want to include:

- Income Statement
- Balance Sheet
- Cash Flow Projections
- Sales Projections
- Financial Ratios

You may place summarized charts or tables outlining projections and/or ratios here and leave the detailed information in the appendixes.

For example:

Detailed financial statements can be found at the end of this document within the appendixes. The following summaries strongly indicated that My Company Name is formed on a solid foundation and expects to meet all of its obligations current and long-term while producing an exceptional rate of return.

	Year 1 (000)	Year 2 (000)	Year 3 (000)	Year 4 (000)	Year 5 (000)
Revenue Projection					
Sales Revenue	\$ 450	\$ 650	\$ 725	\$ 888	\$ 1,253
Rental Income	250	265	285	355	380
Interest Income	100	120	150	185	220
Total Revenue	\$ 800	\$ 1,035	\$ 1,160	\$ 1,428	\$ 1,853

	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5
Profitability					
Profit Margin					
Rate of Return on Assets					
Earnings Per Share					

VI. Appendix Income Statement

My Company Name
Income Statement
For the Year Ended December 31, 2003

Sales Revenue		
Sales		\$ 5,055,093
Less: Sales Discounts	\$ 23,254	
Less: Sales Returns & Allowances	55,428	78,682
Net Sales Revenue		\$ 4,976,411
 Cost of Goods Sold		
		2,022,524
 Gross Profit		
		\$ 2,953,887
 Operating Expenses		
Selling Expenses		
Sales Salaries & Commissions	\$ 305,000	
Sales Office Salaries	85,000	
Travel & Entertainment	45,000	
Freight & Transportation	26,522	
Shipping Supplies	22,000	
Postage & Stationary	6,000	
Depreciation on Sales Equipment	10,000	
Telephone	5,000	
Fax	4,000	
Cell	6,000	\$ 514,522
 Administrative Expenses		
Office Salaries	\$ 75,000	
Legal Services	25,000	
Professional Services	35,000	
Utilities	12,000	
Insurance	5,000	
Depreciation on Office Equipment	6,000	
Office Supplies	3,000	
Miscellaneous	2,500	\$ 163,500
 Income Before Taxes		
		\$ 2,275,865
 Income Taxes		
		965,872
 Net Income		
		\$ 1,309,993