



Elements of a Business Plan

1. Executive Summary

This section summarizes the key elements of the entire business plan.

- ? Name and Address of the business
- ? Amount of Loan required
- ? Amount of money you are putting in
- ? Purpose of loan
- ? Period loan will be outstanding

2. Statement of Purpose

3. Description of the business

- ? Detail description of the business
- ? Description of your product or service
- ? Value of your product to the potential customers
- ? Operating plans

4. Industry and Market Analysis

An overview and analysis of the industry and marketplace in which your business would be a part of, including major trends, estimated industry sales and major players. Examining your primary target market, location and demographics. This section also lists your major competitors, risks and key success factors.

5. Marketing Strategy

A detailed explanation of your pricing plan, sales strategy, advertising and promotional activities.



6. Management Plan

This section outlines the background of key individuals, personnel needs to execute the plan

- ? Personnel information
- ? Job descriptions
- ? Resumes

7. Financials

- ? Start Up costs Worksheets
- ? Proforma statements (Profit & Loss – 3 years)
 1. Details by month – year 1
 2. Details by quarter – years 2 & 3
- ? Proforma Cash Flows (3 years)
- ? Proforma Balance Sheets (3 Years)
- ? Break-even point and assumptions