# BUSINESS PLAN OUTLINE

Executive Summary (write this last)

**Business Description**

1. Name of company and owner:
2. What you do and for whom (1 -2 short paragraphs):
3. What need do you meet?
4. Mission (purpose/what are you offering and why is it important)
5. Vision (1- 3 year goal for the company)

**Market**

1. The reason: What is the need/gap/problem that your product meets/fills/solves?
2. Ideal Customer (also called Target Customer)

1. Size of Market: How many are affected by this problem that you might reach?
2. Trends in the industry (at least 3)
3. Competition
   1. Who are your direct competitors
   2. Who are your Indirect (how else do your ideal/target customers currently have their need met?)

* 1. Competitive Matrix, illustrating your company against major competitors based on customer needs.

**Marketing and Sales**

Should include as much detail as possible

1. How you will position your business relative to your competition (are you more convenient, better service, lower cost, etc.) – make sure that you are emphasizing what matters to the customer
2. How you will find customers: i.e. what marketing strategies will you select, and why?
3. What is your social media plan?

**Operations**

1. Entire business process from sale to fulfillment and follow up
2. Who, what, where, when, how
3. Describe any key vendors/partners

**Management and Organization**

1. Brief bio of Owner, focused on experience relevant to the business (full bio or resume would go in an appendix)
2. Legal entity/structure of the business, and when established, where located
3. Other key personnel
   1. Bios (if personnel are on board)
   2. General job duties and timing/plan for hiring

**Financials**

1. Financial narrative summarizing:
   1. Startup Expenses
   2. Cash Flow Projections for 1-3 years (monthly for first 1-2 years)
   3. Source/s of funding

**Appendices**

Anything else relevant for the business plan reader that is not included above, such as:

* Menu of products and prices (if prices are set)
* Resume
* Certificates/Licenses
* Key vendors/suppliers

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*Business Plan was derived from our partners at* [*Women’s Business Development Center*](https://www.wbdc.org/)[*Document: Business Plan Outline*](https://www.wbdc.org/wp-content/uploads/2017/11/Business-Plan-Outline-1.pdf)