

BEDCO

Business Plan Outline

The Executive Summary - The Executive Summary appears at the beginning of the business plan and gives the reader a quick, but informative overview of who you are as a person, what your business is all about and a brief, but convincing argument as to why you will be successful. The executive summary is never longer than two pages. One page is preferable.

Executive Summary/Letter

1. Brief description of your business
2. Plan of action (if applying for loan, describe purpose(s) of loan)
3. Why this plan makes sense (outcomes/benefits)

I. Ownership

Who owns the business

What type of organization it is (proprietorship, partnership, corporation, limited liability)

The division of responsibility between owners/employees (if applicable)

II. Description of Business

History of business

Products/services presently offered described in detail & briefly whom you sell to and how (store, shows, catalog, wholesale, cold calls, etc.)

New products/services described & brief description of customers & sales methods

Number of employees & if planning to expand, increase in jobs

Suppliers & inventory levels/turnover

Facility - own or rent, description of location, size, special features

Improvements planned (if applicable)

Equipment owned

Equipment you plan to purchase (if loan is for equipment)

III. Market Information

Industry - (depending on type of business, may not apply)

- Industry outlook - nationally, state-wide, locally (if applicable)
- Factors that affect the industry currently - supplies, changes in legislation, market trends, new technologies

Your Customers

- Describe major customer groups in detail (i.e. by age, geography, income, business type, sex, local or tourist, wholesale or retail) & assign percentages to each group (for example, 40% local, 60% tourist)
- Buying patterns for each group (season, time of day, day of week, how often, etc.)
- Why these customer groups choose your business
- Trends affecting their choices/decisions/behavior

Your Competitors

- List your major competitors and describe how their businesses are similar/different to yours
- Describe where your business fits into the market
- Discuss your strengths/weaknesses relative to your competitors and how you will use/improve them
- Describe your relationships with your competitors

Your Marketing Strategy

- Your image, advertising/promotion plan, and pricing & how they match your target market(s)
- Detail on how you sell, distribute, and service your product/service and why
- Sales goals, strategies for the next year

IV. Management

Resume describing your relevant experience and education

Key personnel and their job descriptions (if applicable)

Accounting and record keeping systems described

Other relevant management systems or techniques (inventory, production, etc.)

V. Financial Information

Historical

- Your past 3 years of tax returns
- Past 3 years of business tax returns (if applicable)
- Balance sheet and income statement (if available)

Source and Use of Funds (if plan is for financing/start-up or expansion)

- Include estimates for purchases of equipment, renovations, etc.
- Lists of inventory, supplies, etc.

Projections

- Sales goals, in dollars and units (if applicable)
- Break-even analysis, if new business
- One-year, monthly cash flow projection
- Projected balance sheet/income statement (if applicable)

V. Other Information

Lease/Purchase & Sales Agreement

Sales materials - brochures, sell sheets, price lists, etc.

Pictures of products

Pictures of facility

Customer lists

Letters of commitment or contracts

Letter of recommendation

Market research data

Other, as appropriate