

## **Business Plan Outline**

### **1. Executive Summary**

### **2. Description of the business**

- Purpose, goals and objectives
- Product/service
- Industry
- Premises

### **3. Market and competition analysis**

- SWOT analysis
- Problems & opportunities
- Target market
- Market size and trends
- Competition
- Projected market share
- Market development analysis

### **4. Financial management**

- Cash flow forecast
- Break even analysis
- Pricing

### **5. Product planning and development**

### **6. Manufacturing and operations**

- Processes
- Inventories
- Equipment
- Costs: components, plant, equipment, labour

### **7. Marketing and distribution**

- Marketing strategy and tactics
- Sales and distribution channels
- Advertising and promotion

### **8. Management and personnel**

- Organization chart
- Key management personnel
- Duties and functions, backgrounds
- Personnel planning

### **9. Development schedule**

- Program, evaluation and review technique (PERT)
- Critical path method (CPM)

### **10. Summary**