



Business Plan Template

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The process of writing a business plan forces you to look past the excitement and evaluate your business idea critically. Things change and your original plan will rarely play out as you imagine at first, so the value is not just in the finished report but in the process of putting it together. Good luck!

I	Executive Summary	<i>Summarize your product & the Unique Selling Proposition. Summarize your target market & the size of the market. What are you asking for & why should you get it?</i>	last
II	Company Description	<i>Describe the company, the legal structure & the owners. List the individuals on your Board of Directors. Include your Mission Statement & Business Philosophy.</i>	5th
III	Product Description	<i>Provide a detailed description of your product or service. Include technical specifications, etc., in an appendix. Describe your Unique Selling Proposition. Describe your expected pricing & cost structure.</i>	2nd
IV	Marketing Plan (most important)	<i>Describe the NEED or WANT your business will satisfy. Secondary (top down) research: industry statistics. Primary (bottom up) research: your own experiences. Define the market, your customers & your competition. Define your marketing strategy & distribution channels. Model your business in Excel (12-month P&L & cash flow).</i>	1st
V	Financial Plan	<i>Include your opening day balance sheet. Describe start-up expenses & capitalization requirements. Calculate the breakeven & put detail in an appendix. Include your Personal Financial Statement in an appendix.</i>	3rd
VI	Operational Plan	<i>Describe location, production & personnel requirements. Detail suppliers, inventory requirements & credit policies.</i>	4th
VII	Appendices	<i>List all your Appendices clearly so they're easy to navigate. Reference your appendices throughout the main body.</i>	6th