



Post-Training Support

Business Plan

A well-written business plan is required to obtain certain loans. A carefully crafted plan will help the business owner focus on strategic objectives and communicate those objectives to staff. Your banker can tell you what they look for in a business plan and an accountant can help you prepare the necessary financial statements. The planning process may seem intimidating initially, but planning for your new business can mean the difference between success and failure. The business plan should be organized as follows:

1. Executive Summary - A two-page, concise overview and explanation of your business and its key objectives and business goals.
2. Business Description – Your perception of the business, planned growth and profit.
3. The Market and Competition - Acknowledges competition and describes how your business will differ from other providers.
4. The Product or Service - Describe the core aspects of your business.
5. Marketing/Sales - Explains how you will access the marketplace through advertising, trade shows, web site, etc.
6. Management and Personnel - Explain how you will staff and manage your business. Include a one-paragraph profile of yourself, partners and any other key team members.
7. Financial Data - Contains the balance sheet, profit-and-loss statement, break-even chart and cash flow analysis.
8. Investment - Based on cash flow, it includes what the investor will receive as a return.
9. Appendices – Could include testimonials from potential customers, research clips, charts and graphs relevant to your business.

Notes