

BUSINESS PLAN TIPS

BUSINESS PLAN OUTLINE

We have provided an outline here, or you can use the full plan and template at the end of the outline.

THE BUSINESS PLAN COVER SHEET

Should contain the name, address, and telephone number of the business and any names of principals involved in the business.

STATEMENT OF PURPOSE

Explain why the business plan has been developed.

TABLE OF CONTENTS

A. The business

1. Description of the business
2. Marketing
3. Competition
4. Location of the business
5. Management/personnel
6. Operating procedures
7. Business insurance
8. Application and expected effect of the loan

B. Financial Data

1. Loan application
2. Capital equipment and supply list
3. Balance sheet
4. Break-even analysis
5. Pro-forma income projections (Profit & Loss)
 - Three year summary
 - Detail by month for first year
 - Detail by quarters, second and third years
 - Notes explaining how projections were made
6. Pro-forma cash flow
 - Three year summary
 - Detail by month for first year
 - Detail by quarters, second and third years
 - Notes explaining how projections were made

7. Historical financial data

- Balance sheets for the past three years
- Income statements for the past three years
- Tax returns for the past three years

C. Supporting Documents

1. Tax returns of principals for last two years
2. Personal financial statement
3. Copy of proposed lease of purchase agreement for building space
4. Copy of licenses and other legal documents
5. Copy of resumes of all principals

Business Plan Template

If you would like to get a complete business plan template, we recommend the one offered through the Small Business Administration. It is available by going to http://www.sba.gov/starting_business/planning/basic.html