

GENERIC NP BUSINESS PLAN OUTLINE

I. EXECUTIVE SUMMARY

>>Very short summary of material included in body of points 1-10 in the plan. See ten points included under Table of Contents (TOC).

II. TABLE OF CONTENTS

1. Overview of Business in General Terms

>>Explain the business model

>>Explain the demand or need for the company

>>Define the industry in which the company fits

>>Provide an industry outlook (growth, decline, stable?)

>>Describe the market in which the company will compete

>>#Gross revenues within the market

>>#Number of competitors in the market

>>#Market share of each of the competitors

>>Predict market share that can taken

>>#Explain why such market share can be taken

>>#Only include a brief explanation here. Further discussion will be provided at #3 (Market Examination).

2. Sources of Revenue Streams

>>Sell one or more products?

>>#Describe each

>>#Explain contribution to company gross revenues

>>#Will expenses exceed revenues regarding this stream?

>>Provide one or more services?

>>#Describe each

>>#Explain contribution to company gross revenues

>>#Will expenses exceed revenues regarding this stream?

>>Sell advertisement space?

>>#Describe each

- >>#Explain contribution to company gross revenues
- >>#Will expenses exceed revenues regarding this stream?

3. Market Examination

>>Who will be your customers? Describe them.

>>What kind of pricing are your customers willing to pay? Explain.

- >>#This topic relates to both marketing & financial considerations. But it is also a key part of the market facts.

>>What marketing tools and techniques are the current companies in the market using to attract customers? List & describe.

>>Are your customers easy to target promotions at? Explain.

>>Who currently serves your customers? List them.

- >>#Make reference to A, B, C, D in the Appendix.

>>Why will your company be able to take business from the current companies in the market? Explain.

4. Marketing Plan

>>The Company Web site

- >>#What purpose will it serve?
 - >>##*Online brochure?*
 - >>##*Credibility Booster?*
 - >>##*Collector of Prospect names?*
 - >>##*Distributor of product?*
 - >>##*Public relations?*
 - >>##*Customer service tool?*
 - >>##*Provider of entertainment?*
- >>#Who will design it?
- >>#Who will build it?
- >>#Who will update it?
- >>#Will it include a blog?
- >>#Will it include a free newsletter?

>>Key tools & techniques used by competitors

- >>#Traditional pre-Internet methods

>>#Internet Marketing methods

>>New tools & techniques to be used

>>#Traditional pre-Internet methods

>>#Internet Marketing methods

>>Strategy as to how tools & techniques will be used

>>#A sound strategy is critical to the company's success.

>>Action plan to use the tools & techniques

>>#A clear & logical action plan is critical to the company's success.

5. Fundraising Plan

>>Board Development

>>#"The Nonprofit Board Answer Book" (ISBN: 0787994618)

>>#See List #9 at bottom of page at www.jlippin.com/listmania.html

>>Case for Support documentation

>>#"Developing Your Case for Support" (ISBN: 9780787952457)

>>Direct Mailings

>>#See List #11 at bottom of page at www.jlippin.com/listmania.html

>>The Company Web site [NOTE THAT THIS IS COVERED IN THE MARKETING PLAN, TOO]

>>#What purpose will it serve?

>>##*Online brochure?*

>>##*Credibility Booster?*

>>##*Collector of Prospect names?*

>>##*Distributor of product?*

>>##*Public relations?*

>>##*Customer service tool?*

>>##*Provider of entertainment?*

>>#Who will design it?

>>#Who will build it?

>>#Who will update it?

>>#Will it include a blog?

>>#Will it include a free newsletter?

>>Internet Marketing

>>#"eBoot Camp" (ISBN: 9780470411599)

>>#"The Web-Savvy Writer" (ISBN: 9780977830428)

>>#“Secrets of Social Media Marketing” (ISBN: 9781884956850)

>>#“Social Media Marketing” (ISBN: 9780470344026)

>>Special Events

>>#See List #6 at bottom of page at www.jlippin.com/listmania.html

>>Grants from Foundations

>>#See lists #3 (grants) & #15 (corps/foundations) at bottom of page at www.jlippin.com/listmania.html

>>Grants from Corporations

>>#See lists #3 (grants) & #15 (corps/foundations) at bottom of page at www.jlippin.com/listmania.html

>>Major Gifts from individuals

>>#See List #13 at bottom of page at www.jlippin.com/listmania.html

6. Overview of Operations

>>Explanation of how company will operate

>>Description of flowchart that documents operations.

>>#Make reference to E in the Appendix.

>>Description of key suppliers.

>>#Make reference to F in the Appendix.

7. Management & Reporting Systems

>>Description of Organization Chart.

>>#Make reference to G in the Appendix.

>>Overview of job descriptions.

>>#Make reference to H in the Appendix.

>>Describe reporting system to be used.

>>#Quickbooks Pro for accounting?

>>##What reports will be prepared?

>>##When will the reports be prepared?

>>#Turbo Tax for tax preparation? [RELEVANT?]

>>#Who will take care of payroll? Explain.

8. Key People

>>Overview of key people who will run the company

>>#Tie the key people into the Organizational Chart and Job Descriptions.

>>#Make references to G, H, & I in the Appendix.

9. Potential Problems & Solutions

>>Face your problems here.

>>Don't try to hide or ignore your problems.

>>Explain how the problems will be overcome.

>>It is this section of the business plan that will force you to scrap your idea for a business or move forward in writing your plan so it can be a roadmap for success.

10. Financial Information

>>Explain the assets that will be owned or used by the company

>>#Make reference to J & K in the Appendix.

>>Disclose pro forma balance sheet (3 years) (done quarterly)

>>Disclose pro forma income statement (3 years) (done monthly)

>>Disclose pro forma statement of cash flows (3 years) (done monthly)

>>Prepare Breakeven Analysis Report

>>#Calculation of startup capital required from this report!

III. APPENDICES

- A. Sketch business plan of key competitor 1
- B. Sketch business plan of key competitor 2
- C. Sketch business plan of key competitor 3
- D. Sketch business plan of key competitor 4
- E. Flowchart of operations
- F. List of key suppliers
- G. Organizational Chart
- H. Job Descriptions
- I. Resumes of key people
- J. List of assets (including intellectual property & trade secrets)
- K. Descriptions of assets