

# GENERIC BUSINESS PLAN OUTLINE

## ***I. EXECUTIVE SUMMARY***

>>Very short summary of material included in body of points 1-9 in the plan. See nine 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. 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.

6. 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?

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

7. Key People

**>>Overview of key people who will run the company**

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

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

## 8. 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.**

## 9. 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