Navarro SBDC
Basic Business Plan Outline

I. EXECUTIVE SUMMARY
A. What the organization is and does
B. Who will purchase the product or service
C. Why am I uniquely qualified and skilled in managing the business
D. What are the financial results expected
E. How much capital is required and sources of capital
F. Assessment of risks

II. BUSINESS CONCEPT
A. Describe the unique qualities and value to customer of product or service
B. Age, size and past performance of business
C. Vision, along with short and long-term objectives with milestones

III. PRODUCTS AND SERVICES
A. Description
B. Product life cycle
C. Intellectual property, R& D activities

IV. MARKET ANALYSIS
A. Industry Analysis
   1. Future outlook and trends
   2. Current business conditions in:
      - National, regional, specific market
B. Identify target market
C. Analysis of competitors
D. Market test results
E. Regulatory environment

V. MARKETING PLAN
A. Marketing philosophy/organization
B. Advertising and promotion
C. Product price and sales terms
D. Production capacity and Distribution

VI. OPERATIONS
A. Location of business and special facility equipment needs
B. Steps involved in producing product or service
C. Suppliers
D. Costs to produce product or service
E. Personnel requirements
F. Licenses and permits needed

VII. OWNERSHIP, MANAGEMENT AND ORGANIZATIONAL PLAN
A. Organizational structure
B. Key managers, functions and qualifications
C. Legal form of ownership

VIII. FINANCIAL DATA
A. History, if applicable
B. Income statements (projected)
C. Cash flow forecasts
D. Balance sheets (pro forma)
E. Breakeven analysis
F. Working capital analysis
G. Source and applications of capital

IX. CRITICAL RISKS
A. Potential problems that could arise and their likelihood
B. Plans to manage problems

X. EXHIBIT