



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

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