

## DETAILED BUSINESS PLAN OUTLINE

### 1.0 Executive Summary

- 1.1 Objectives
- 1.2 Mission
- 1.3 Keys to Success

### 2.0 Company Summary

- 2.1 Company Ownership
- 2.2 Company History (for ongoing companies) or Start-up Plan (for new companies)
- 2.3 Company Locations and Facilities

### 3.0 Products and Services

- 3.1 Product and Service Description
- 3.2 Competitive Comparison
- 3.3 Sales Literature
- 3.4 Sourcing and Fulfillment
- 3.5 Technology
- 3.6 Future Products and Services

### 4.0 Market Analysis Summary

- 4.1 Market Segmentation
- 4.2 Target Market Segment Strategy
  - 4.2.1 *Market Needs*
  - 4.2.2 *Market Trends*
  - 4.2.3 *Market Growth*
- 4.3 Industry Analysis
  - 4.3.1 *Industry Participants*
  - 4.3.2 *Distribution Patterns*
  - 4.3.3 *Competition and Buying Patterns*
  - 4.3.4 *Main Competitors*

### 5.0 Strategy and Implementation Summary

- 5.1 Strategy Pyramids
- 5.2 Value Proposition
- 5.3 Competitive Edge
- 5.4 Marketing Strategy
  - 5.4.1 *Positioning Statements*
  - 5.4.2 *Pricing Strategy*
  - 5.4.3 *Promotion Strategy*
  - 5.4.4 *Distribution Patterns*
  - 5.4.5 *Marketing Programs*

### 5.5 Sales Strategy

- 5.5.1 *Sales Forecast*
- 5.5.2 *Sales Programs*

### 5.6 Strategic Alliances

### 5.7 Milestones

### 6.0 Management Summary

- 6.1 Organizational Structure
- 6.2 Management Team
- 6.3 Management Team Gaps
- 6.4 Personnel Plan

### 7.0 Financial Plan

- 7.1 Important Assumptions
- 7.2 Key Financial Indicators
- 7.3 Break-even Analysis
- 7.4 Projected Profit and Loss
- 7.5 Projected Cash Flow
- 7.6 Projected Balance Sheet
- 7.7 Business Ratios
- 7.8 Long-term Plan

### 8.0 Appendix