

## Business Plan Outline

Please use this business plan outline to help guide the creation of your business plan. Please answer all the questions and prompts in this document. **Note:** This is not your business plan. Your business plan should not be longer than 2 pages long.

### Business Description

1. Name of company and owner

2. What you do/sell?

3. Who is your target market?

4. What is your mission (purpose/what are you offering and why is it important)?

5. What is your business vision?

**Market**

1. The reason: What is the need/gap/problem that your product meets/fills/solves?

2. Who is your ideal customer? (Be specific)

3. What are trends in the industry (at least 3)?

4. Who is your competition ( Direct and Indirect)? What makes you unique? What is your competitive advantage?

### Marketing and Sales

1. How you will find customers: i.e. what marketing strategies will you select, and why?

2. What is your social media plan?

### Operations

1. Describe entire business process from sale to fulfillment and follow up.

2. Describe any key vendors/partners.

3. What are your hours of operations?

### **Management and Organization**

1. What is your legal entity/structure of the business, and when were you established, where are you currently located?

2. What are the general job duties? Please include who is managing the business day to day.

### **Financials**

1. Please provide a financial narrative summarizing the following: Startup Expenses, Cash Flow Projections for 1-2 years: monthly, and source/s of funding.

### **Appendices**

1. Include anything else relevant for the business plan reader that is not included above, such as:
  - a. Menu of products and prices (if prices are set)
  - b. Certificates/Licenses
  - c. Key vendors/suppliers