

[Business Communication]

[Business Plan]

Mission Statement

- Clearly state your company's long-term mission.
 - Try to use words that will help direct the growth of your company, but be as concise as possible.

The Team

- List CEO and key management by name.
- Include previous accomplishments to show that these are people with a record of success.
- Summarize number of years of experience in this field.

Market Summary

- Summarize your market in the past, present, and future.
 - Review those changes in market share, leadership, players, market shifts, costs, pricing, or competition that provide the opportunity for your company's success.

Opportunities

- Identify problems and opportunities.
 - State consumer problems, and define the nature of product/service opportunities that are created by those problems.

Business Concept

- Summarize the key technology, concept, or strategy on which your business is based.

Competition

- Summarize the competition.
- Outline your company's competitive advantage.

Goals and Objectives

- List five-year goals.
- State specific, measurable objectives for achieving your five-year goals.
 - List market-share objectives.
 - List revenue/profitability objectives.

Financial Plan

- Outline a high-level financial plan that defines your financial model and pricing assumptions.
 - This plan should include expected annual sales and profits for the next three years.
 - Use several slides to cover this material appropriately.

Resource Requirements

- List requirements for the following resources:
 - Personnel
 - Technology
 - Finances
 - Distribution
 - Promotion
 - Products
 - Services

Risks and Rewards

- Summarize the risks of the proposed project and how they will be addressed.
- Estimate expected rewards, particularly if you are seeking funding.

Key Issues

- **Near term**
 - Identify key decisions and issues that need immediate or near-term resolution.
 - State consequences of decision postponement.
- **Long term**
 - Identify issues needing long-term resolution.
 - State consequences of decision postponement.
- If you are seeking funding, be specific about any issues that require financial resources for resolution.