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Your business plan is divided into the following sections:

1 Business Overview

Description of the business _____	Products & services _____
Major demographic, economic, social and cultural factors _____ ²	Pricing and distribution _____
Major players (suppliers, distributors, clients) _____	Market trends _____
Nature of the industry _____	Implications or risk factors _____
Trends in the industry: _____	Competitors and type of competition _____
Government regulations _____	Competitors' strengths and weaknesses _____
Market segment _____	Competitive advantage _____

2 Sales & Marketing Plan

Customers _____	Pricing & distribution _____
Suppliers _____	Customer service policy _____
Advertising & promotion _____	

3 Operating Plan

Business location & requirements / advantages / lease details _____	5
Equipment / technology / R&D / environmental aspects _____	5

4 Human Resources Plan

Key employees _____	6	Policies & procedures _____	6
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5 Action Plan

Action plan & timetable _____	7
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6 Executive Summary

A **brief description of the project**, the financing required, and additional information that help explain the business plan _____

7 APPENDIX: Financial Plan

The company's financial performance, both historical and projected. Includes sales, cost of goods sold, expenses, income statement, balance sheet, cash flow budget, financial requirements, performance indicators, and personal status.



LEGAL NAME ▶

TRADING NAME ▶

BUSINESS ADDRESS ▶

PHONE ▶ FAX ▶

E-MAIL ▶

DESCRIPTION OF THE BUSINESS ▶

MAJOR DEMOGRAPHIC, ECONOMIC, SOCIAL AND CULTURAL FACTORS ▶

MAJOR PLAYERS (suppliers, distributors, clients) ▶

NATURE OF THE INDUSTRY ▶

TRENDS IN THE INDUSTRY ▶

GOVERNMENT REGULATIONS ▶

THE MARKET

MARKET SEGMENT ▶

PRODUCTS & SERVICES ▶

PRICING AND DISTRIBUTION ▶

MARKET TRENDS ▶

IMPLICATIONS OR RISK FACTORS ▶

PLANNED RESPONSE ▶



COMPETITION

COMPETITORS
AND TYPE
OF COMPE
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COMPETITORS' ST
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COMPETITIVE
ADVANTAG
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CUSTOMERS ▶

NAME/ADDRESS	TERMS	PRODUCT/SERVICE
1		
2		
3		
4		

▼ ADDITIONAL INFORMATION

SUPPLIERS ▶

NAME/ADDRESS	TERMS	PRODUCT/SERVICE
1		
2		
3		
4		
5		

▼ ADDITIONAL INFORMATION

ADVERTISING & PROMOTION ▶

PRICING & DISTRIBUTION ▶

CUSTOMER SERVICE POLICY ▶



LOCATION ▶

▼ SIZE AND CAPACITY

▼ ADVANTAGES OR DISADVANTAGES

▼ LEASE OR OWNERSHIP DETAILS

EQUIPMENT, FURNITURE & FIXTURES ▶

FUTURE EXPENDITURES / TECHNOLOGY REQUIREMENTS ▶

RESEARCH AND DEVELOPMENT ▶

ENVIRONMENTAL COMPLIANCE ▶

ADDITIONAL INFORMATION ▶



KEY EMPLOYEES	NAME OR TITLE (N° OF POSITIONS)	KEY RESPONSIBILITIES	QUALIFICATIONS
	1		
	2		
	3		
	4		
▼ ADDITIONAL INFORMATION			
<div style="border: 1px solid black; height: 40px;"></div>			

POLICIES & PROCEDURES

HOURS OF OPERATIONS	<input type="text"/>
NUMBER OF EMPLOYEES	<input type="text"/>
VACATION PROGRAM	<input type="text"/>
PERFORMANCE ASSESSMENT	<input type="text"/>
TRAINING & DEVELOPMENT	<input type="text"/>
REMUNERATION AND BENEFITS	<input type="text"/>



ACTION PLAN ▶

ACTION	BY WHEN
1	
2	
3	
4	
5	
6	
7	

▼ ADDITIONAL INFORMATION



OBJECTIVES / DESCRIPTION OF THE PROJECT

BUSINESS HISTORY / NATURE OF OPERATIONS

PRODUCTS AND SERVICES

PROJECT FINANCING

MANAGEMENT / ADVISORS

Director 1

Director 2

RISK ASSESSMENT & CONTINGENCY PLAN



FINANCIAL
INSTITUTION



SUPPORTING D
OCUMENTS





APPENDIX

FINANCIAL PLAN
