BUSINESS PLAN OUTLINE

COVER SHEET

STATEMENT OF PURPOSE

EXECUTIVE SUMMARY

SECTION I: THE BUSINESS

A: Business Description
B: Products/Services
C: The Market
D: The Competition
E: Pricing
F: Marketing Strategy
G: Location
H: Management
I: Personnel

SECTION II: THE FINANCIAL PLAN

A: Source and Uses of Funds
B: Capital Equipment List
C: Cash Flow Projection
D: Income Statements
E: Balance Sheets
F: Break Even Analysis
G: Revenue/Expense Assumptions

SECTION III: SUPPORTING DOCUMENTS