

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

