

# What Goes in a Business Plan?

1. **Description of the business**
2. **Marketing**
3. **Finances**
4. **Management**

The business plan should include an executive summary, supporting documents, and financial projections. Although there is no single formula for developing a business plan, some elements are common to all business plans. The following outline provides an excellent template for your plan:

1. **Cover sheet**
2. **Statement of purpose**
3. **Table of contents**

## **I. The Business**

- A. Description of business / Mission Statement / Incorporation
- B. Marketing
- C. Competition
- D. Operating procedures / Contracts
- E. Personnel
- F. Business insurance

## **II. Financial Data**

- A. Loan applications
- B. Capital equipment and supply list
- C. Balance sheet
- D. Breakeven analysis
- E. Pro-forma income projections (profit & loss statements) / Budget Forecast
  - Three-year summary
  - Detail by month, first year
  - Detail by quarters, second and third years
  - Assumptions upon which projections were based
- F. Pro-forma cash flow

## **III. Supporting Documents**

- Tax returns of principals for last three years
- Personal financial statement (all banks have these forms)
- For franchised businesses, a copy of franchise contract and all supporting documents provided by the franchisor
- Copy of proposed lease or purchase agreement for building space
- Copy of licenses and other legal documents
- Copy of resumes of all principals
- Copies of letters of intent from suppliers, etc.

