
BUSINESS PLAN OUTLINE

Below is an outline for a business plan. Use this model as a guide when developing the business plan for your business.

Elements of a Business Plan

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

I. The Business

- A. Description of business
- A. Marketing
- B. Competition
- C. Operating procedures
- D. Personnel
- E. Business insurance
- G. Financial data

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)
 - 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
 - Follow guidelines for letter E.

III. Supporting Documents

- Tax returns of principals for last three years
- Personal financial statement (all banks have these forms)
- In the case of a franchised business, a copy of franchise contract and all supporting documents provided by the franchisor
- Copy of proposed lease of purchase agreement for building space
- Copy of licenses and other legal documents
- Copy of resumes of all principals