



BUSINESS PLAN BASICS

Executive Summary: a page or two touching on every important part of your business plan. Think of it as the whole plan, only shorter. This is the summary of what your business plan says.

Company Overview: General observations about the nature of your business.

- Values Statement
- Vision Statement
- Mission Statement
- Goals and Objectives

Business Environment: Covering all the major aspects of your company that are beyond your control

- Nature of your industry
- Direction of the marketplace
- Intensity of your competition
- Threats and Opportunities

Company Description: Detail about what your company does and what it offers

- Management
- Organization
- Technology
- Products and Services
- Operations
- Marketing

Company Strategy: Collates your understanding of the business environment and your knowledge of your company to create future projections

- Basic strategies for acting on the components of your business
- Why is your strategy the right strategy?
- How does this strategy work out in the future?
- Describe specific actions your company needs to undertake for your strategy to succeed

Financial Review: The numbers show where you are today and where you plan to be in the future

- Income Statement
- Balance Sheet
- Cash-Flow Statement

Action Plan: Describe your intentions to act on your plans and implement your strategies

- Management and Organization changes/actions
- Policies and Procedures
- Describe skills and knowledge you and your managers need to implement your plan
- Describe the culture of implementing your plan within your company