

# SUCCESSFUL BUSINESS PLANNING

By

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# EXECUTIVE SUMMARY

## Objectives

*Purpose for Business Plan*

## Vision Statement

*Purpose of the Organization*

## Mission Statement

*Desired relationship with customer*

# BUSINESS CONCEPT

## Business Summary

*Type of business, i.e. service, manufacturing, retail, etc.*

## Status of Business

*Startup, Expansion, Buy-out, Add history if existing business*

## Business Structure

*Sole proprietorship, partnership, joint venture, limited liability corporation, or corporation (C of S)*

## MARKET ANALYSIS

### Market Description

*Identify target market; Where are you customers located?, What does your customer look like ?, Why would they buy from you?*

### Market Trends

*Growing, Flat, or contracting*

### Competition

*Direct and Indirect, What are strengths and weaknesses*

### Projections

*What are the maximum number of potential customers?*

## MANAGEMENT AND PERSONNEL

### Management Team

*Identify Critical Managers*

### Key Personnel

*Identify key positions with salary and benefits*

### Supporting Professional Assistance

*Accounting/Tax, Banking, Consultants, Insurance, Legal*

## FINANCIAL ANALYSIS

### Sources of Funds

*Equity – owners/partners/investors; Debt - loans*

### Uses of Funds

*Estimate on the total startup costs; construction, inventory, Furniture, fixtures, equipment, marketing, and working capital*

### Financial Statements (Projected)

*3 - 5 years; Balance Sheet, Income Statement, and Cash Flow Statement*

## **FINANCIAL ANALYSIS** (CONTINUED)

### **Financial Assumptions**

*Identify basis for calculating sales revenue and expenses*

### **Measures of Performance**

*Industry averages, Breakeven point, Payback period, Return on Investment (ROI), Viability analysis i.e. Z-score*

### **Historical Financial Statements** (existing business)

*3 - Balance Sheet, Income Statement, and Cash Flow Statement*

*3 – Tax Returns*

# BENCHMARKS

## Critical Tasks

*Identify steps needed to implement this plan*

## Timeline

*Convert Critical Tasks to a calendar*

## APPENDICES

### **Income Statement – 12 months** (Projected)

*Complete first year on a monthly basis*

### **Cash Flow Statement – 12 months** (Projected)

*Complete first year on a monthly basis*

### **Documents Supporting Business**

*Business license, partnership agreements, articles of incorporation, estimates, product specification sheets, etc.*

# QUESTIONS

## Include

*Title Page, Confidentiality Agreement, and Table of Contents*

## Business Plan Length

*25 – 30 Pages*

# THE END