

DEVELOPING A BUSINESS PLAN

Why do you need a business plan?

To get financing

It is a road map for the future

Narrative

- Introduction
- Description of the Business:
 - a. Hours of operation
 - b. Legal structure
 - c. Management
 - d. Products/services
- Marketing Summary
 - a. Who is your target market? Give demographics
 - b. Where is your target market?
 - c. How will you serve your target market? Give specifics
 - d. Define your target market
- Location of Business
- Competitive Analysis
 - a. Who
 - b. Strengths, weaknesses
 - c. How will you compete?
- Management
 - a. Experience (job related)
 - b. Education
- Personnel
 - a. Types of jobs in company, pay, benefits, required qualifications for each job

Financial

- Sources & uses of funds
 - How much do you have and where is it coming from?
- Projected *pro forma income statement*
- Projected *pro forma cash flow*
- Projected *pro forma balance sheet*
- Statement of Assumptions
- Quotes/estimates

Supplemental Information

- Personal financial statement
- Resume
- Last 3 years federal tax returns
- Letter of Reference (business)
- Letter of Intent - people who intend to do business with you
- Life insurance - to cover loan
- Copies of leases