Components of a Business Plan

• Executive Summary – one to two pages
• The Industry and Company and Product
  • The Industry
  • The Company and Concept
  • The Product or Service – including the “Value Proposition” or what problem you will be solving for the consumer
  • The Entry Strategy
• Market Research and Analysis
  • The Customer
  • Market size and trends
  • Competition
  • What are your competitive advantages
  • Estimated Market Share
• Economics of the Business
  • Gross and Operating Margins
  • Profit potential and longevity
  • Fixed and variable costs
  • Breakeven and positive cash flow
• Marketing Plan
  • Overall strategy including niches, customer groups, service, delivery
  • Pricing
  • Sales Tactics
  • Promotion
  • Distribution
• Design and Development
• Operations including operating cycle, processes, regulatory and legal issues
• Team and Organization (mgt and BOD and BOA)
• Overall Schedule
• Risks, Problems and Assumptions
• The Financial Plan and Pro formas
• Exit Strategy