



## Outline of a Business Plan

### Cover Sheet

Name of Business  
Name of Principals  
Address and phone numbers

### Letter of Introduction

Reason for the business plan  
State briefly any work already done on project and development  
Provide a rough breakdown of the steps involved to get the project underway and desired time schedule.  
proposed loan?  
Describe any perceived benefits of your business project to the community and area  
Discuss your equity or capital injection  
Explain your financial requirements

### Table of Contents

#### Section One – The Business

Description of your Business  
Legal Formation  
List of Owners and their percentage of ownership  
Location of Business  
Advantages/Disadvantages  
Describe any new construction, renovations, repairs, improvements and/or additions to the business facilities and surrounding lands

Product/Service  
Complete description of product/service  
Benefits of your product/service  
Pricing  
Vendors/Suppliers

Market Analysis  
Customers  
Demographics  
Need  
Geographical area

Competition  
SWOT Analysis (strengths, weaknesses, opportunities, threats)

## Management

Background of management team – experience, strengths, weaknesses

## Personnel

Number of employees – full time/part time/year round?

Are they available?

What are your desired skill sets - Is training required?

Resumes of retained employees

## **Section Two – Financial Information**

### Sources and Uses of Funding

Capital Equipment List (includes real estate, equipment, furniture, fixtures, etc)

Purchase price and/or market value (if purchasing a business)

Legal description of real estate

### Cash Flow Projections

By month for the 1<sup>st</sup> year

By quarters for years 2 and 3

Assumptions

Profit and Loss Projections (based on cash flow projections)

Balance Sheet Projections (based on cash flow and P & L projections)

Break Even Analysis

### **Historical Financial Reports for Existing Business**

Year to date Balance Sheet

Balance Sheet for past 3 – 5 years (if not in tax return)

Year to date P & L

P & L Statements for past 3 – 5 years (if not in tax return)

Accounts Receivable and Payable Aging

3 years Business Tax Returns

### **Loan request involving any construction or remodeling**

Plans and Specifications

Budget

Contractor bids (written)

If you are your own general contractor, you will need a very strong resume highlighting your ability to be the general.