Business Plan Outline

**I. OVERVIEW**

A. Executive Summary

i. One-page description of the project. This if the FINAL part of the project and should be completed at the end.

B. Self-analysis

i) Actual personal experience and/or training in proposed field

ii) Brief plan for personal development in the field

**II. DESCRIPTION AND ANALYSIS OF THE BUSINESS SITUATION**

A. Market Segment Analysis

i) Identify at least 2 market segments to include demographic and psychographic information and the buying behavior of each segment.

B. Trade Area Analysis

i) Economic, demographic and geographic analysis of trade area

ii) Location of business (size, accessibility).

iii) List direct and indirect competitors and your proximity to them.

iv) Identify competitive advantages and disadvantages of proposed business compared to the competition.

C. Proposed organization

i) Type of ownership

ii) Steps in starting to form business

iii) Planned personnel

iv) Job titles and descriptions (wage, qualifications, benefits)

**trepreneurship Events**

**III. PROPOSED MARKETING/PROMOTION PLAN**

A. Proposed product or service

i) Details of product(s) or service(s) to be offered

ii) Potential suppliers or manufacturing plans

B. Proposed pricing policy using the 3 methods of pricing (cost-based, competition based, demand-based).

C. Personal promotion: non-media sales plan (i.e. Loyalty cards, catalogues for current customers only, etc), staffing and merchandising appeal (i.e. Display cases, employee uniform or required “look”.

D. Non-personal promotion: media (TV, Radio, Billboard, etc), basic appeal and initial promotion plan targets your market segments

E. One year promotional plan

**IV. PROPOSED FINANCING PLAN**

A. Projected income/cash flow statement for year one.

B. Projected three-year plan

i) Describe planned growth, including financial sources and needs

ii) Specific request for financing, summary of key points supporting the financial request.

**V. APPENDIX**

Include in appendix at least three items, some examples are below.

1. Store layout
2. Press Release
3. Advertisement
4. Questionnaire