

BUSINESS PLAN GUIDE

1. Cover Sheet

Name of business, address and telephone number and the names(s) of principal(s). Include any pertinent contact information (cell, phone, fax, etc.)

2. Statement of Purpose

A summary of the business covering at least the following terms: the name of the business, the legal structure, the amount and purpose of a loan request, a repayment statement, the business concept; product information; current stage of business (start-up, developing or existing); and anticipated financial results and other benefits.

3. Table of Contents

4. The Business

A. Description of business

What product or service will you provide?

B. Historical development

List the name, date of formation, legal structure, subsidiaries and degrees of ownership of your business.

C. Product/service lines

What is the relative importance of each product/service? Include sales projections based on research conducted to identify the market, if possible.

D. Market segment

Who will buy your product? How many of them are there and why will they want what you are offering?

E. Competition

Describe competing companies and how your business compares. Remember to include all substitute product/service providers.

F. Location

Describe the location and its appeal to your target market.

G. Marketing

What marketing methods will you use?

5. Management

A. Business format

Describe your legal structure (sole proprietorship, partnership, corporation, limited liability corporation, etc.) and explain why you chose this form compared to others.

B. Organizational chart

Who are the key individuals and planned staff additions? How many and which type will you need at the different states of the business cycle?

C. Experience

Describe the past experiences of partners and employees, and how will they contribute to the success of the company.

6. Finance

A. Funding

What are your sources of financing and percentage from each source?

B. Advisors

What are the names and addresses of accountant, legal counsel, banker, insurance agent and financial advisor?

C. Cash requirements

Explain how much money you need and why. What will your cash requirements be over the next five years?

D. Controls

What budget and cost systems do you/will you use?

E. Sales and profit picture

What is your historical financial statement and/or financial projections?

F. Projections and assumptions

Include a minimum of two years Profit and Loss Statements and Balance Sheets. Also include a minimum of one year Cash Flow, month-by-month.

7. Production

A. Description

Describe how production or delivery of services will be accomplished.

B. Capacities

Describe the physical facilities, suppliers, patents, labor and technologies that exist or will be used.

C. Capital equipment

What type and amount of machinery and durable equipment will you need to operate your business?

8. Supporting Documents

Include personal resumes, personal financial statements, cost of living budget, letters of references, job descriptions, letters of intent, copies of leases, contracts and other legal documents that you believe convey an accurate picture of your business.