

# Business Plan Format for Small Businesses

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# Mission Statement

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- A clear statement of your company's long-term mission. Try to use words that will help direct the growth of your company, but be as concise as possible.



# The Team

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- List CEO and key management by name
- Include previous accomplishments to show these are people with a record of success
- Summarize number of years of experience in this field



# Market Summary

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- Market: past, present, & future:
  - Review those changes in market share, leadership, players, market shifts, costs, pricing, or competition that provide the opportunity for your company's success.



# Opportunities

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- Problems and opportunities:
  - State consumer problems, and define nature of product/service opportunities created by those problems.



# Business Concept

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- Summarize key technology, concept or strategy on which your business is based



# Competition

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- Summarize competition
- Outline your company's competitive advantage



# Goals & Objectives

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- Five-year goals
  - State specific measurable objectives
  - State market share objectives
  - State revenue/profitability objectives





# Financial Plan

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- High-level financial plan that defines financial model, pricing assumptions, and reviews yearly expected sales and profits for the next three years.
- Use several slides to cover this material appropriately.



# Resource Requirements

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- Technology requirements
- Personnel requirements
- Resource requirements
  - Financial, distribution, promotion, etc.
- External requirements
  - Products/services/technology required to be purchased outside company



# Risks & Rewards

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- Risks
  - Summarize risks of proposed project
- Addressing risk
  - Summarize how risks will be addressed
- Rewards
  - Estimate expected pay-off, particularly if seeking funding

# Key Issues

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- Near term
  - Isolate key decisions and issues that need immediate or near-term resolution
- Long term
  - Isolate issues needing long-term resolution
  - State consequences of decision postponement
- If you are seeking funding, state specifics

