

Business Plan Outline

I. OVERVIEW

- A. Executive Summary
 - i. One-page description of the project. This is 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)

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