

Business Plan Outline

Creating a business plan is the first step in launching your new business. There are eight main areas the plan should cover. This outline is a good first step to guide you through the information you will need before you can embark on your new business venture.

1. Executive Summary

This is the first section of the plan, but you will want to write it last. The summary is a high level overview of all the sections in your business plan

2. Company Description

Describe where your company will be located, the company size, what the company focus is and general information on the goal of the company.

3. Products and/or Services

Describe what products and/or services you will be selling with details on the value you are providing to your customers and/or clients.

4. Market Analysis

Describe in detail the industry your products and/or services are focused on. Include statistics on competition and competitive gaps your business fills.

5. Marketing Strategy

Build on the market analysis section by outlining how your business fits into the marketplace and how you will price, promote and sell your product and/or service.

6. Management Summary

Describe the management structure of the business, who is involved, what their role is and outline external resources that the business will be dependent on.

7. Financial Analysis

Outline the financing needed to start the business, what will be needed for future growth and estimate operating expenses for first year.

8. Appendix or Supporting Documentation

Include supporting information for each of the areas in the business plan. This could include graphs, charts, statistics, research and marketing materials. The information above is summarized so utilize this section to document the basis for the summary and assumptions for each area

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