

Executive Summary

Business Plan of _____

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In the year _____, _____
was incorporated as a corporation in the State of _____.

The purpose of the company is to:

Our mission statement is as follows: This company is dedicated to providing the highest quality _____ to a target market of _____. Our long-term goals are to:

Industry Analysis

The industry in which this company will operate is:

The annual gross sales of the _____ industry are approximately \$ _____.

Continue with a brief explanation of how your company will fit into this industry:

Product/Service Analysis

The product/service that this company will provide is:

It is unique in its field because:

Continue with a brief explanation of product/service:

Business Operations

Prepare a brief explanation of how the business will operate to obtain and deliver the product/service to the market. Include short explanations of strategies you will use to beat the competition:

Management of the Company

The company will be managed by:

Include a brief summary of the management structure and the qualifications of the key management personnel and how their expertise will be the key to the success of the company:

Market Strategy

The target market for this product/service is:

Prepare a brief analysis of your market research and marketing plans and why your product/service is better than any competitors:

Financial Plans

In this section, briefly review the data on your Current Balance Sheet and Estimated Profit and Loss Statements and describe both the annual revenue projections and the company's immediate and long-term needs for financing: