

SAMPLE BUSINESS PLAN

Table of Contents

- I. Business Summary
 - A. Executive Summary
 - B. Business Description/History
 - C. Specific strategies regarding goals and objectives

- II. Market Analysis
 - A. Industry Trends
 - B. Demographics/Total Market
 - C. Seasonality
 - D. Target Markets
 - E. Map of Location
 - F. Competition
 - G. Competitive Advantage

- III. Marketing Strategy
 - A. Products/Services
 - B. Promotion
 - C. Price
 - D. Place/Distribution

- IV. Management Plan
 - A. Objectives & Goals
 - B. Staffing Plan
 - C. Operations
 - D. Supplier/Vendors

- V. Financial Information
 - A. Three years of historical Financial Statements and Tax Returns
 - B. Three years of Financial Projections
 - C. Financial Assumptions for the Projections
 - D. Source and Uses of Funds

- VI. Attachments (Articles of Incorporation, Bylaws, Membership Agreement, and backup documentation)