

## Business Plan Outline-Simple

### Cover Page:

Your cover page should be professional and high-quality. This is the first thing that potential investors will see.

### The Business Concept

**Business Model:** Explain how your business will be structured. Do you offer a product or service? Do you offer many products/services to many customers, or specific products/services to targeted customers?

**Potential for Growth & Spinoffs:** Will your business be able to expand or become a franchise?

### Industry/Market Analysis

**Target Market Analysis:** Who is your target customer and why? Does your product or service match your target audience?

**Competitor Analysis and Competitive Advantages:** Who are your competitors, direct and indirect? What makes your business stand out against the rest of the market?

**Distribution Channels:** How will your customers receive your product or service? Will you need to develop distribution channels or do channels already exist?

### Product/Service Development Plan

**Current State of Product/Service Development:** Is your product or service a prototype? Does it meet regulatory standards?

**Tasks and Timeline to Completion:** What needs to be completed until your product or service can be made public? How long will it take? Is your timeline feasible?

### Organizational Plan

**Legal Company Structure:** How will your company be legally registered? Is your business a for-profit or non-profit organization?

**Organizational Chart:** Do you have a Board of Directors or a management hierarchy? What does the chain-of-command look like?

### Marketing Plan

**Target Market:** How old are your customers? How much money do they make? Are they well educated? Do they live in city centers or rural areas?

**Unique Market Niche:** Why are your customers going to choose you? What product or service can you offer that sets you above your competitors?

## **Financial Plan**

**Key Points and Capital Requirements:** How much is your stake in your business? What funding is required to fully operate your business as intended? Are there funding gaps that need to be filled?

**Risk Factors and Mediation:** How strong is your credit? Do you have any existing assets to leverage? What can be done to alleviate any negative credit marks?

**Break-Even Analysis and Payback Period:** How much revenues will you need to generate to equal out your expenses? How long will it take to repay your investors/loans (prepare two: timeline with perfect conditions “best case scenario” and timeline at break-even points)

**Plan for Funding:** Do you have many investors and/or partners, or are you the only individual providing upfront funding for your business? Can you apply for grants or loans?

## **Growth Plan**

**Strategy for Growth:** When do you project your business will be ready to grow? Will this require additional facilities or production space? Will you have to add more staff or more products/services?

**Resources Required:** What will it cost, in terms of financial and human capital, to expand? Will new positions be created?

**Infrastructure Changes:** Can your business expand in their current facility? Will you have to purchase more equipment or additional office space?

## **Timeline to Launch:**

All things considered, present a realistic and attainable timeline for your business to launch

## **References/Resources:**

Be prepared to back-up your research and data! All statistics and facts should be supported with factual and reliable sources.