

Business Plan (*bold*)

Part I—Executive Summary (*bold*)

The Executive Summary describes the business plan in enough detail to encourage the reader to turn the page and read the information contained in the section that follows. You should pay close attention to what is written in this section. Often the reader will attempt to pass judgment based on what is contained in this part of the plan. With this in mind, the individual must generate a desire in the reader to want to invest and/or participate in the company. This is typically the last segment of the Business Plan to be written.

Part II—Description of Proposed Business (*bold*)

This section describes the company: what the company is, where the idea came from, and other information that will intrigue the reader.

Part III—Objectives of the Business (*bold*)

This section will contain the Mission and Vision statements of the company.

Part IV—Proposed Business Strategies (*bold*)

This section will touch on short term goals and a long range plan.

Part V—Product(s) and/or Service(s) to be Provided (*bold*)

The product and/or service to be provided by the company is described in this section. Included in this write-up could be an explanation as to why people will buy the product or service. What is unique about the product in relation to the competition is illustrated. Any special information about the product is shown in detail and a physical representation of the product or service needs to be presented (i.e., prototype or brochure).

Part VI—Management and Ownership of the Business (*bold*)

Create an organizational chart to identify the “key” players in the organization. Included are the company’s officers and their roles and responsibilities. Outside investors and members of the Board of Directors are identified. The descriptions of the company’s officers are to illustrate their competencies and qualifications for filling their roles.

Part VII—Marketing Analysis (*bold*)

This section of the plan describes the target market and why these individuals were chosen as the primary customers. Identifying your business and its competitive edge will be illustrated in this section. The target customer needs to be described. Methods of identifying and attracting customers, the type of sales force, and any specific distribution channels is to be included, as is the company’s pricing policy.

Part VIII—Financial Analysis (*bold*)

This section contains detailed financial information about the organization. The source of start-up cash and major capital expenditures is to be identified. This section will provide a balance sheet as it pertains to the opening day of business. This will define the financial standing and situation when the customer is served.

(NOTE: The financial analysis section may be less detailed for Secondary students.)

Part IX—Supporting Documentation (*bold*)

Include any and all information that supports your efforts in other sections. This may include layouts, brochures, flyers, business cards, résumés, product designs, prototypes, etc. These items and pages are not included in the total number of pages.

SECOND AND SUBSEQUENT PAGES:

All margins = 1"

Right margin header: Name of Company

Page 2 (*key the word Page followed by the page number*)