

BUSINESS PLAN FORMAT

MANAGEMENT

Include a summary of the work experience and education for each management staff member.

Address the duties and responsibilities of each person involved in management.

MARKETING

Include the following:

- Customer Profile
- Competition Overview
- Risks
- Pricing Strategy
- Profitability
- Selling Tactics
- Advertising
- Promotion
- Public Relations

FINANCING

Provide a summary of the following with supporting documentation when appropriate:

- Start-up Requirements
- Monthly Cash Flow Projection (12 Months)
- Monthly Operating Budget (12 Months) (Income Statement)
- Three Year Projected Income Statement
- Pro Forma Balance Sheet
- Break-even Analysis
- Source & Use of Funds Summary