



Business Plan Basics

Executive Summary

A concise presentation of the main points of the plan.

Company Description

History, purpose and objectives. Explain why it will be successful.

Product/Service

Describe your product, include the cost to you and the customer.

Market Analysis

Define your target market and explain why they'll choose you.

Marketing Plan

A road map of how you'll sell your product and motivate buyers.

Business Structure

The strategies, roles, and activities that define your business.

Financial Info

Current status and future projections of financial performance.