

How to Start a Business in Decatur County

Business Plan Outline



A good business plan will be well-organized and contain all of the key information about your business. Below is a sample outline for a Business Plan.

I. *Business Description/Summary*

- Plan Purpose
- Business Name
- Type of Business
- History of the Business
- Industry Trends
- Key Success Factors
- Goals & Objectives

II. *Products & Services*

- Product Description
- Service Description
- Pricing Strategy
- Pricing Objectives
- Product Cost Margins
- Packaging
- Shipping Issues

III. *Manufacturing Process* (if applicable)

- Materials
- Source of Supply
- Production Methods

IV. *Marketing Analysis & Strategy*

- Target Market
- Customer Type & Geographic Location
- Demographic Profile
- Total Market Size
- Analysis of Competition
- Advertising Strategies
- Public Relations
- Sales Promotions
- Distribution Channels

V. *Management Plant*

- Legal Structure
- Board of Directors
- Key Managers
- Professional Service Providers
- Insurance & Risk Management

VI. *Financial Data*

(3 years)

- Financial History
- Profit & Loss Statements
- Balance Sheet
- Cash-Flow Statement
- Capital Expenditures Estimates
- Start-up Costs
- Explanation of Projections (Assumptions)

Free web-based business plan tools are available at:

www.Activeplans.biz

or

www.agecon.purdue.edu/newventures