



A business plan is defined as “a detailed plan setting out the objectives of a business, the strategy and tactics planned to achieve them, and the expected profits, usually over a period of three to ten years.” A good business plan will include the following information under each section:

#### Executive Summary

1. General description of the business plan
2. Introduction to the company
3. Brief description of the marketing program
4. Business and financial goals and requirements

#### Company Analysis

1. Strengths, weaknesses, opportunities & threats analysis
2. Company history
3. Product, program and service offerings
4. Prospective target markets and customers
5. Technology and resources
6. Major competitors and competitive position
7. Success factors
8. Cost comparisons

#### Industry Analysis

1. Definition and description of the industry
2. Growth rate and key growth factors
3. Financial operating characteristics
4. Industry product life cycle

#### Market Analysis

1. Market scope
2. Market segmentation
3. Market barriers
4. Market demand
5. Market share and market sales
6. Distribution channels and sales approaches
7. Price structures and policies
8. Advertising, public relations and promotional plans

#### Strategic Analysis

1. Goals and objectives
2. Key performance/success indicators

3. Tactical plans and goal completion schedule
4. Operating assumptions

#### Management Analysis

1. Identification of key management personnel
2. Personnel pro forma for current and future needs
3. Organizational structure
4. Management and customer service philosophies

#### Financial Analysis

1. Budgets and pro formas
2. Financial schedules
3. Financial statements