

Business Plan template

1-Executive Summary

Company; Product; market and industry; strategy and implementation; management; finances

2-Company

Company and industry
Legal entity and ownership
History
Facilities

3-Product and service

Description
Features and benefits
Competition
Competitive advantage and barriers to entry
Development

4-Market analysis

Size
Target customers
Trends
SWOT

5-Strategy and implementation

Philosophy of strategy and management
Internet strategy
Marketing strategy
Sales strategy
Strategic alliances
Operations
Goals
Exit strategy

6-Management, organization and structure

Organizational structure
Leadership
Board members and advisors

7-Finances

Requirements
Use of funds
Income statement projection
Cash flow projection
Balance sheet
Assumptions