

WRITING YOUR BUSINESS PLAN

Four Distinct Sections:

- 1) Description of the business- company name, etc.
- 2) Marketing
- 3) Finances
- 4) Management & Operations

Elements:

1. Cover Sheet
2. Statement of purpose
3. Table of contents

THE PLAN

I. The Business:

- A. Description.
- B. Marketing.
- C. Competition.
- D. Operating procedures.
- E. Personnel- key employees, owner(s), etc.
- F. Business insurance.

II. Financial Data:

- A. Loan application(s).
- B. Capital equipment & supply list.
- C. Balance sheet.
- D. Break-even analysis.
- E. Pro-forma income projections (include profit & loss statements).
- F. Three year summary:
 1. Detail by month for the first year.
 2. Detail by quarter for the second and third years.
 3. Assumptions upon which projections are based.
- G. Pro-forma cash flow.

III. Supporting documents (Appendix section):

- A. Tax returns of principals for the last three years and personal financial Statements (all banks have these forms).
- B. For franchise businesses, a copy of the franchise contract and all supporting documents provided by the franchise.
- C. Copy of proposed lease or purchase agreement for building space.
- D. Copy of licenses and/or other legal documents.
- E. Copy of resumes for all principals.
- F. Copies of letters of intent from suppliers and/or customers.

One of the best ways to learn about writing a business plan is to study the plans of businesses in your respective industry. For a variety of plans access:

<http://www.bplans.com/sp/businessplans.cfm>

For additional information see SBA's Start-Up Guide at www.sba.gov