

Business Plan

Business Details:

Company Name, Owners
Address, phone, e-mail

Individuals:

Work Experience and Education
Names of two Personal References

Operation:

Company Name
Type of Ownership (*employees – number, job titles*)
Mission Statement
Objectives (at least 3)
Strategies (at least 3)
Product/Services (complete description of business)

SWOT Analysis

Strengths (at least 3)
Weaknesses (at least 3)
Opportunities (at least 3)
Threats (at least 3)

Developing the Business

The company plans to build on strengths by: (at least 3)
The company plans to resolve weaknesses by: (at least 3)
The company plans to exploit opportunities by: (at least 3)
The company plans to avoid threats by: (at least 3)

Strategic Action Plan

Market: The product/service will be sold in the following geographical areas
The targets of our marketing efforts are (*describe customers*)
Competitors for this product/service include (*describe competitors*)
Promotion: The business, good/service will be promoted through (*describe marketing methods*)

Financial Plan

Summary: The amount of capital needed to carry out the business plan/business
How the funds requested will be used
The capital investment needs of the business for the next three years
Attach financial statements for further description of the financial plan