Business Plan Outline

Prepare a business plan of any small sized organization preferably which is related to your interest.

The following pages provide a suggested outline of the material to be included in your business plan. Your final plan may vary according to your specific needs or individual requirements. Please remember grade will depend on how you have designed the report, whether you have followed the techniques taught in class or not. Grade will not vary because of the type of business you have chosen or whether the business is feasible or not. However, creativity and innovativeness will be appreciated highly.

Prefatory Part

Cover Sheet

(Serves as the title page of your business plan)

Table of Contents

(Quick reference to major topics covered in your plan)

Executive Summary

The executive summary is the abstract of your business plan. It summarizes the content and purpose of your finished plan, covering all of the key points.

Your Company (introductory overview - who, what, where it is and why it is unique)

Market Opportunity (opportunities your company is positioned to take advantage of)

Management

Competitors

Your Company's Competitive Advantages

Financial Projections (profit & loss that your are projecting in 1-3 years.

Body

The Organizational Plan

Summary descriptions of the business in a paragraph or two give a broad overview of the nature of your business.

Products or Services

If you are the manufacturer and/or wholesale distributor of a product: Describe your products. Tell briefly about your manufacturing process.

If you are a retailer and/or an e-tailer: Describe the products you sell. Include information about your sources

If you provide a service: Describe your services List future products or services you plan to provide.

Administrative Plan

Location

Describe your projected location.

Management

List the people who will be running the business.

Describe their responsibilities and abilities.

Personnel

How many employees will you have in what positions?

What are the necessary qualifications?

How many hours will they work and at what wage?

Project future needs for adding employees.

The Marketing Plan

Target Market

Competition

Market Trends (identify customer trends)

Method of Sales and Distribution (stores, offices, kiosks, catalogs, d/mail, website)

Packaging (If required)

Pricing

Sales Strategies (direct sales, direct mail, email, affiliate, reciprocal, and viral marketing)

Sales Incentives/Promotions (samples, coupons, online promo, add-ons, rebates, etc.)

Advertising Strategies (traditional, using social media)

Public Relations (online presence, events, press releases, interviews)

Financial Plan

Cost:

Initial Investment

Location Cost

Equipment Cost

Etc.

Fixed Cost

Employee Salary

Rent & Utility Bills

Maintenance Cost

Etc.

Variable Cost

Any cost associated with the production/service

Revenue

Project a 1-3 year revenue stream.

Profit/Loss

Project the financial situation after 1 or 3 years. How the company will do, whether it will break even and start making profit or not.

Conclusion

Summarize the whole plan here.

Supplementary Part

Appendix

(If required provide additional information in this area)

Bibliography

(Try to provide around 3 to 5 references)

Last Date of Submission: 27th March 2012, by 4:00 P.M.

GOOD LUCK