

# Business Plan Outline

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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

1. Cover Sheet

(Serves as the title page of your business plan)

2. Table of Contents

(Quick reference to major topics covered in your plan)

3. 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 you are projecting in 1-3 years).

## Body

### 4. The Organizational Plan

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

#### 4.1. 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.

#### 4.2. 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.

### 5. 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)

## 6. Financial Plan

### 6.1. 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

### 6.2. Revenue

Project a 1-3 year revenue stream.

### 6.3. 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.

## 7. Conclusion

Summarize the whole plan here.

## Supplementary Part

8. Appendix

(If required provide additional information in this area)

9. Bibliography

(Try to provide around 3 to 5 references)

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

GOOD LUCK