

Business Plan Outline

Introduction

- State your objectives
 - -Who you are, what your goals are, and when you expect these goals to be accomplished.
- Describe your business.
 - What the business will be, how it was conceived, and how it is expected to develop.

Marketing Plan

- Describe your products or services.
 - A detailed description of your products or services, as well as your competitive advantages your product has.
- Identify your potential market.
 - Determine who are our present or projected customers and how many.
- Identify your competitors.
 - Learn as much as you can about your competitors: their size, profitability, and operations.
- Consider your pricing policy.
 - Set a pricing policy that maximizes profit and sustainability.
- Determine your marketing methods
 - How will you promote your business? How will you sell? Channels of distribution? How do customers perceive your product.

Production Plan

- Identify your material requirements and sources of supply.
 - List down what you need, and how much, for manufacturing your products or for rendering your services.
- Determine the processes and equipment you need to use.
 - A detailed description of your product process, or service procedures.

Organizational Plan

- Determine your key personnel.
 - Identify key people for certain tasks and positions, including you as owner and manager.
- Identify your work force and support personnel.
 - List down all the skills the work entails, and number of people for the job, and how much they have to be compensated.

Financial Plan

- Determine your financial requirements.
 - Prepare a forecast that outlines your capital requirements such as fixed capital (land, equipment), working capital (for purchase of raw materials, compensation, utilities), and pre-operating capital (registration and licenses).
- Prepare a budget.
 - Should include marketing, production, and general and administrative expenses.