

BUSINESS PLAN OUTLINE

1. Description of the Business
 - Name and location
 - Legal Structure
 - Principal owners
 - Nature of Business
 - History of the Business
2. Product or Service
 - Describe product line(s) or type(s) of service
 - Describe materials and supply sources
 - Methods of production
 - Quality and cost of production or service
3. Market Information
 - Market area and trends
 - Customers and potential new customers
 - Competition, names, locations and size
 - Advantage of your product/service over the competition
4. Advertising and Distribution
 - Methods of advertising and promotion
 - Sales Methods
 - Pricing Policy
 - Customer Service
5. Facilities
 - Location
 - Size, zoning
 - Age and condition
 - Expansion opportunities
6. Management and Personnel
 - Management expertise
 - Key personnel (position, qualifications)
 - Professional Services
 - Present and future manpower requirements
 - Personnel breakdown - skill levels, hours, wage rates, unionization, etc.
7. Benefits to the Community
 - Jobs created/retained
 - Meeting community needs
 - Increased community tax base
8. Summary of Future Plans
 - Short range and long range
 - Expansion
 - Relocation

Note: This outline is intended to assist in developing a business plan. A business should address the key areas in a way which best summarizes the business and/or project.