



Assembling a Business Plan

Objectives

1. Ensure business feasibility
2. Provide a strategic roadmap
3. Secure financing

Elements

Executive Summary

General Company Description

- Mission, core strengths, legal structure
- Major products & services
- Location
- Owner, founder info & experience
- Core strengths
- Start-up project description & any key milestones / progress

Products and Services

- Product & service highlights
- Benefits & uniqueness
- Technical considerations

Marketing Plan

- Industry analysis
- Customer analysis
- Local market size & share
- Competitive analysis & resulting niche
- Market challenges & barriers
- Sales forecast and assumptions
- Pricing strategy
- Promotional strategy

Operational Plan

- Description (hours, production, customer experience, layout)
- Inventory
- Suppliers
- Management of accounts receivable & payable
- Critical risks

Management and Organization

- Roles & responsibilities
- Critical competencies
- Staffing plan
- Continuing education & skill advancement
- Professional support team

Financial Plan

Capitalization & start-up expenses (sources and uses)

Projections (3 years)

Profit & loss

Cash flow

Balance sheet

Break even analysis

Assumptions

Personal financial statement

Supporting Documents

Research, contracts, estimates, lists, letters of support & commitment

How

1. Do it yourself using tools and advice from your support team
2. Attend local educational offerings (class or online courses)
3. Pay an accountant or other consultant to do it for you

Templates & Resources

- www.fcedc.com (click entrepreneur)
- www.score.org
- www.uwosh.edu/sbdc/
- www.ed2go.com/uwfdl
- www.morainepark.edu