

## SUMMARY\INTRODUCTION

- Executive Summary

*This is a high level summary of the overall business plan. Typically, this section is from 1 – 2 pages in length. This and the financials are the most important elements in the business plan. Many investors will only read these.*

- Objectives
- Keys to Success

## COMPANY SUMMARY

- Company Ownership
- Start-up summary, with start-up cost table
- Company Locations and Facilities

## PRODUCTS AND SERVICES

- Product Description
- Market Segmentation
- Target Market Segment
- Porter's Five Forces Analysis (optional)

## STRATEGY AND IMPLEMENTATION SUMMARY

- SWOT Analysis
- Competitive Edge
- Marketing Strategy
- Sales Strategy

*Business Model Discussion, including a 3 year or 5 year sales forecast table.*

- Milestones (table optional)

## MANAGEMENT SUMMARY

- Personnel Plan

*This section of the plan discussed the background and qualifications of those persons who will manage the business.*

- Financial Plan

*This section consists of tables, charts and discussion of all financials.*

- Summary Financial Table Compilation

## REFERENCES AND APPENDICES