

BUSINESS PLAN OUTLINE

1. Company Introduction

Introduction and description of your company

- Mission/Vision
- History/Background on ownership
- Product Description(s)/Stage of Development
 - Include 3 streams of revenue
 - Sample Menu (attach to back)
- Production/Distribution Process
- Suppliers/Vendors
- Organization & Management - legal structure, org chart, staffing plans

2. Market/Competitive Analysis

- Industry Outlook/Trends/Research
- Local/Regional Competition
- Competitive Advantage

3. Customer Analysis/Profile

- Current/Future Customer profile
- Potential in the Market

4. Financial Projections

- Funding
- Start-up/built out costs
- Operating projections for years 1 and 2 (revenue/expenses)

5. Business Goals & Objectives

Share your goals for years 1, 2 and 3.

6. Marketing

Complete separate Marketing Plan Template