

EXAMPLE BUSINESS PLAN LAYOUT

Industry Analysis Ness Plan And Market Plans



Cover sheet

- ☐ Company Name
- ☐ Presented TO
- ☐ Date
- ☐ Copy number

Table of contents

- ☐ List key section of business plan

Executive summary

- ☐ The company overview
- ☐ Mission statement
- ☐ Statement of funding
- ☐ Statement of purpose

Description of business

- ☐ Company ownership

- ☐ Description of product/service (overview) What are you going to sell?
- ☐ Company location and facilities
- ☐ Licences/Permits/Regulations
- ☐ Overview of key items
- ☐ Insurance
- ☐ Overview of most pertinent concepts
- ☐ Start-up costs
- ☐ Listing of key purchases necessary to execute business plan

Market analysis (External factors impacting marketing)

- ☐ Target market and demographics
 - ☐ Description of customers
 - ☐ Market segments
 - ☐ Unmet needs & how you fill them
 - ☐ Key trends
- ☐ Quantity market potential

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