

Business Plan Outline

Cover Sheet

Statement of Purpose/Executive Summary

Section One - The Business

- A. Description of Business
- B. Marketing
- C. Competition
- D. Pricing & Sales
- E. Advertising & Public Relations
- F. Management
- G. Financial Management

Section Two - Financial Data

- A. Loan applications
- B. Capital equipment and supply list
- C. Balance sheet
- D. Breakeven analysis
- E. Income projections (Profit & Loss Statements)
 - Three-year summary
 - Detail by month, first year
 - Detail by quarters, second and third years
 - Assumptions upon which projections were based

Section Three - Supporting Documents

- Tax returns of principals for last three years
- Personal financial statement (all banks have these forms)
- In the case of a franchised business, a copy of franchise contract and all supporting documents provided by the franchisor
- Copy of proposed lease or purchase agreement for building space
- Copy of licenses and other legal documents
- Copy of resumes of all principals
- Copies of letters of intent from suppliers

Optional Appendix 1: Marketing Plan

Optional Appendix 2: Financial Statements

Optional Appendix 3: Information Resources

Online References

Small Business Administration information on starting or growing a business.

<https://www.sba.gov/business-guide>, It includes links to the Small Business Administration's recommended business plan outlines.

Radford University Business Assistance Center – Business Development. [Small Business Development Center | Radford University](#). Provides information and access to local events and resources. Phone 540-831-6056.