

Part III: due Week 8

250 points

- The full, written business plan should follow the outline below.
- Your paper must be 8-10 pages in length and follow APA format and citation.
- Conclude your business plan by sharing final details that validate your business' need to enter the marketplace.
- You may include an Appendix with supporting documentation such as letters, market research data, leases or contracts, and price lists from suppliers.

BUSINESS PLAN TEMPLATE

- I. Introductory page (1 page)
 - a. Name of proposed business
 - b. Name of principal(s)
 - c. Nature of proposed business
 - d. Statement of financing needed
 - e. Confidentiality statement
- II. Executive summary (2-3 pages)
- III. Industry analysis (0.5-1 page)
 - a. Future outlook and trends
 - b. Analysis of competitors
 - c. Market segmentation
 - d. Industry and market forecasts
- IV. Description of venture (0.5-1 page)
 - a. Product(s) and/or service(s)
 - b. Background of entrepreneur
- V. Production plan (0.5-1 page)
 - a. Manufacturing process
 - b. Physical plant, machinery and equipment
 - c. Suppliers of raw materials
- VI. Operations plan (0.5-1 page)
 - a. Description
 - b. Flow of orders
 - c. Technology
- VII. Marketing plan (0.5-1 page)
 - a. Pricing and distribution
 - b. Promotion
 - c. Controls
- VIII. Organizational plan (0.5-1 page)
 - a. Form of ownership
 - b. Identification of partners and authority of principals
 - c. Management team background
 - d. Roles and responsibilities of members
- IX. Assessment of risk (0.5-1 page)
 - a. Weaknesses of venture
 - b. Technology
 - c. Contingency plans
- X. Financial plan (0.5-1 page)
 - a. Assumptions
 - b. Pro forma income statement
 - c. Cash flow projections
 - d. Pro forma balance sheet
 - e. Break-even analysis
 - f. Sources and application of funds
- XI. Appendices
 - a. Letters
 - b. Market research data
 - c. Leases or contracts
 - d. Price lists from suppliers