



Business Plan Outline

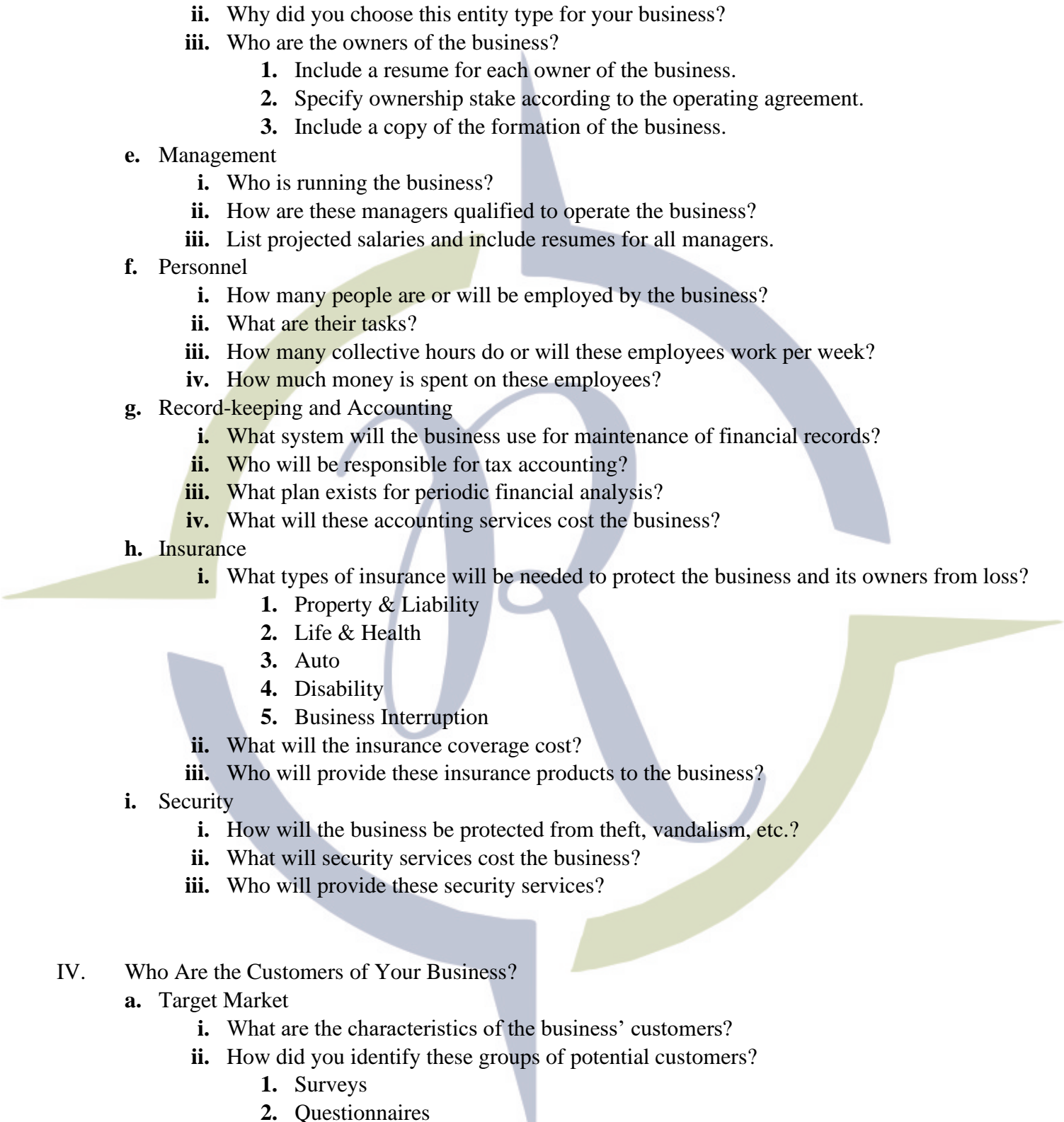
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Does Your Business Plan Answer These Questions?

1. What Problem Does Your Business Solve?
2. Who Are the Customers of Your Business?
3. How Will Your Business Make a Profit?

Business Plan Outline

- I. Cover Sheet (“Title Page”)
 - a. Name, Address, Phone Number, & Web Address of the Company
 - b. Name, Title, Address, Phone Number, & E-mail Address of the Owner(s)
 - c. Month & Year of the Prepared Business Plan
- II. Mission of the Business
 - a. What is the mission statement for your business?
 - i. Write a concise statement that defines your business.
 - ii. This statement will serve as your sales pitch; limit it to 2 sentences or less!
- III. What Problem Does Your Business Solve?
 - a. Description of the business
 - i. What problem does your business solve?
 - ii. What is the nature of the business?
 - iii. When and why was the business started?
 - iv. Where will the business be in the next few years?
 - b. Products and Services
 - i. Manufacturer and/or wholesale distributor:
 1. Describe the products and their manufacturing process.
 2. Provide specific information about suppliers and the availability of materials.
 - ii. Retailer:
 1. Describe the products that you will sell.
 2. Provide specific information about sources of inventory.
 - iii. Service provider:
 1. Describe current and future services offered.
 2. Provide specific information about your qualifications and experience provided these services.
 3. List all licenses, certifications, etc.
 - c. Mentorships
 - i. Who serves as the mentors for your business?
 - ii. What experience in your specific industry makes them effective mentors for your business?
 - d. Legal Structure

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- i. Which type of business entity represents your business: LLC, Corporation, Partnership, or Sole Proprietorship?
 - ii. Why did you choose this entity type for your business?
 - iii. Who are the owners of the business?
 - 1. Include a resume for each owner of the business.
 - 2. Specify ownership stake according to the operating agreement.
 - 3. Include a copy of the formation of the business.
 - e. Management
 - i. Who is running the business?
 - ii. How are these managers qualified to operate the business?
 - iii. List projected salaries and include resumes for all managers.
 - f. Personnel
 - i. How many people are or will be employed by the business?
 - ii. What are their tasks?
 - iii. How many collective hours do or will these employees work per week?
 - iv. How much money is spent on these employees?
 - g. Record-keeping and Accounting
 - i. What system will the business use for maintenance of financial records?
 - ii. Who will be responsible for tax accounting?
 - iii. What plan exists for periodic financial analysis?
 - iv. What will these accounting services cost the business?
 - h. Insurance
 - i. What types of insurance will be needed to protect the business and its owners from loss?
 - 1. Property & Liability
 - 2. Life & Health
 - 3. Auto
 - 4. Disability
 - 5. Business Interruption
 - ii. What will the insurance coverage cost?
 - iii. Who will provide these insurance products to the business?
 - i. Security
 - i. How will the business be protected from theft, vandalism, etc.?
 - ii. What will security services cost the business?
 - iii. Who will provide these security services?

IV. Who Are the Customers of Your Business?

- a. Target Market**
 - i. What are the characteristics of the business' customers?
 - ii. How did you identify these groups of potential customers?
 - 1. Surveys
 - 2. Questionnaires
 - 3. Other Sources
 - iii. What is the size of the target market of customers?
- b. Competition**

- i. Profile and evaluate all competitors with regard to products, pricing, location, and business history.
 - ii. Where do your prospective customers currently purchase your products/services?
 - iii. How will the business compete and succeed?
 - c. Promotion
 - i. How will you advertise your business to your prospective customers?
 - ii. What strategy will the business utilize to attract customers?
 - 1. Promotional materials
 - 2. Advertisements (print, radio, television, outdoor, specialty)
 - 3. Industry expos/Trade shows
 - 4. Sales
 - iii. How much will the promotion of the business cost?
 - iv. How will the business measure return on investment?
 - d. Location/Facility
 - i. Where is the proposed location of the business?
 - ii. Why is the proposed location of the business favorable?
 - iii. Is the facility adequate for the type and volume of business?
 - iv. How did traffic counts, accessibility, parking, proximity to other businesses, and recent trends affect this decision on location?
 - v. What costs will the business incur for repairs and improvements to the facility?
 - e. Industry
 - i. What are the current trends in the specific industry/type of business?
 - ii. How has the market changed in the past? How might the market change in the future?
 - iii. What adjustments could be made to the current business model to stay competitive in the future?

V. How Will Your Business Make a Profit?

- a. Summary of Financial Need
 - i. What funds are needed to start or expand the business?
 - ii. What sources are available to raise these needed funds?
 - 1. Personal
 - 2. Loans
 - 3. Investors
 - 4. Etc.
 - iii. How will the funds be spent?
- b. Pricing
 - i. What are the costs of the products or services that the business provides?
 - ii. What type of market research did you conduct to determine costs of the products/services and the prices that customers are willing to pay?
 - iii. What will the pricing structure be for the business?
 - iv. How will the pricing structure affect the return on investment?
- c. Pro Forma Cash Flow (template on RCLF website)
- d. Projected Profit & Loss Statement (template on RCLF website)
- e. Balance Sheet (template on RCLF website)
- f. Personal Financial Statement for Owners (template on RCLF website)

VI. Supporting Documentation

- a.** Copies of Leases, Mortgages, Purchase Agreements, Etc.
- b.** Contracts, Business Formation Documents, & Photographs

