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This is the first section of a business plan. This section of the business plan allows you to provide an overview of what information you think the reader will be interested in when they look into your business plan. On this section, you can provide a short introduction of your business/company.

* 1. **Our Vision and Mission**

Essential for any business/company are the driving factors which serve as the main goals and objectives of the business/company. On this section of the business plan, you are to provide the vision and the mission your business/company upholds. This section shows how you see your business/company in the future and what you need to do to achieve it.

* 1. **Our Company History**

This section bears an overview of the history of your business/company. If you are still a starting business, you can write how you came up with the business idea or what experiences have led you to starting your business/company. This information allows your reader to understand how you came about with your business/company which is a vital point to take into consideration especially if the reader is planning to invest in your business/company.

* 1. **Our Management**

This section of the executive summary shows an overview of who the owner/s are and the management who leads the business/company to achieving its goals and objectives. You can provide information of how many employees you are going to hire and their functions in brief detail.

* 1. **Our Products/Services**

An overview of your products/services is highlighted on this section of the executive summary. This will show what you are offering to your customers and how saleable each product/service is to the market you are targeting.

* 1. **Market Information**

On this section, you are going to provide information on how the market situation is and how you can take the marketing information you have researched into your advantage. An overview of the industry and market analysis must be shown in this section.

* 1. **Competitive Edge**

To maintain the interest of the reader on your business, you must present what your competitive edge is in the market. This advantage over your competitors defines what your strengths are and how you can position your business/company in the market. This is an important information for the reader on the business plan.

* 1. **Financial Forecasts**

This section of the business plan shows a brief overview of the financial projections you have created through the use of the assumptions detailed within the financial plan section of the business plan since this part of the plan is a summary of all the financial information you have incorporated in this business plan.

* 1. **Start-Up Requirements**

This section shows the amount of start-up funds to be accumulated by the owner/s in order to start the business operations of your business/company. Add the information on where you will get the capital requirements needed to start your business/company.

* + 1. **Industry Analysis**

The second section of the business is the industry analysis which presents information relevant to the business industry your business/company belongs to. Having knowledge in your industry is vital for the reader to have a clear picture of the market or business industry your business/company is getting into. You are to provide a short introduction on this section which opens to the subsections of this chapter of the business plan.

1. **Trends**

There are changes in the industry which are considered as the trends your business/company is going to adapt in the course of your business operations. There are various trends you can include on this part of the business plan to show how your business/company will be as part of the business industry it belongs to.

1. **Competition**

In any business industry, there is the existence of business competition. As for your business/company, learning the competition situation within your industry serves as your guide in what you will do to play fairly and effectively in this business competition. The information you put into this section should come from a reliable source such as extensive research information.

1. **Industry Position**

For this section, you are to provide factual information in relation to the position of the business industry you belong to. You can add numerical data relevant to the percentage position your industry covers within the location your business/company will be opened. Another option for you is to write a short analysis or summary of your business industry position and present a graph showing how much each industry covers in your business/company’s location.

* + 1. **Market Analysis**

This is the third section of the business plan which tackles about who you are going to sell and the age range of your target customers within or near your business/company’s location. Aside from that, you are also going to provide information of the needs of the market which serves as your basis to start your business/company in that location. You can provide a brief introduction on this section which opens to the aforementioned information to be read under this chapter of the business plan.

1. **Target Market**

The information you are going to elaborate in detail on this section of the business plan refers to who the people you are selling your products/services to. These people are considered your target market and thus, this section provides the details in relation to these people. You can provide a list and explain the reasons as to why these consumers are considered as your target market for your business/company’s products/services.

* + - **Demographic Segmentation**

This part of the business plan shows a table or a graph which will support your explanation on who your target market is. This shows the result of your research and a short analysis of your target market decisions/explanations.

1. **Needs of the Market**

You are to provide on this section the needs of the market which you have collated from the in-depth research you have conducted before deciding to start your business/company. For you to start your business/company, you must know first if what you are selling is necessary for your target consumers in the market. List down the needs of the market on this section of the business plan.

* + 1. **Competitive Analysis**

This is the fourth section of the business plan. It identifies who your competitors are in the market and how you can outdo them once you start your business operations of your business/company in the location you have chosen. After a brief introduction on this part of the analysis, you can present other information which allows you to study your competitors and decipher your niche as a business.

1. **Competitors**

This is a section where you are going to list down the businesses you consider as competitors in the location where you are opening your business/company. Provide information for each competitor you have listed like a short description of their services/products according to your research. You can categorize these competitors as major or minor competitor of your business/company.

1. **SWOT**

SWOT is an analysis which shows the strengths, the weaknesses, the opportunities, and the threats between two or three of your competitors. The information you are going to provide on this section gives you an idea on how you can distinguish your business/company once it starts its operations.

* + - **Strengths**

The information you add on this section includes the strengths of each competitor you have listed as compared to your business/company’s strengths. You can present these information in tabular form for easy reading and understanding of the information.

* + - **Weaknesses**

For this section, you are to provide the weaknesses of each competitor you have listed and compare it to the weaknesses you have considered for your business/company. You can opt to provide this information in tabular form similar to the Strengths section.

* + - **Opportunities**

The third section of the SWOT analysis pertains to the opportunities you and your competitors have. This information is better viewed and compared to when you present it in tabular format.

* + - **Threats**

Last but not the least is the threats section which tackles the threats each competitor is faced with as well as the threats your business/company is faced with. Comparisons of these threats is best done in tabular form.

1. **Competitive Advantage**

This is the section which elaborates and focuses more on what your business/company is good at over other businesses. In the executive summary, you have provided a glimpse of this detailed section. Your competitive advantage can be in any area of your business/company such as product/service, brand, or history.

* + 1. **Marketing Plan**

The marketing plan is the fifth section of the business plan and this is the section where you start providing details on how you are going to run your business. Marketing is an important aspect of a business plan since this plan details how you can effectively promote your business/company to your target customers. A short introduction can be provided here on this section.

1. **Product/Service Distribution**

Information to be written under this section pertains to how you will distribute/conduct your product/service to your customers. This product/service distribution information must be provided in complete detail on this section.

1. **Image and Packaging**

Essential to any product/service is the image and packaging it is presented to. Presentation of your products/services to your customers adds to the salability of your product/service. You must explain in detail how you are going to pack your product or how you are going to showcase your exceptional service to your customers.

1. **Pricing Strategy**

How you price your product/service is elaborated and computed in detail on this section. If your target consumers are conscious about the price of your products/services so as the reader of your business plan who might want to invest in your business/company. Include information on how you came about with the prices of the products/services you will be selling.

1. **Promotional Strategy**

List down the courses of action you will implement when it comes to advertising your business/company to your target customers. These promotional strategies are to be decided upon by your business/company management when you are marketing your business/company.

* + 1. **Management Plan**

The sixth section of this business plan which is the management plan bears the information on how you organize your management and the employees who will work and will serve your customers in your business/company. A simple introduction can be prepared on this section before the division of information that follows.

1. **Organization Structure**

This section defines the organizational structure you are going to incorporate in your business/company management. Proper structuring of your organization is essential in order to obtain proper and well-organized communication process in your business/company.

1. **Functional Roles**

Under this section, you are to provide the functions of each department and the roles each department will have in the course of the business operations of your business/company. You can provide in explicit detail the responsibilities of each department on this section of the plan.

1. **Recruitment Plan**

This section of the management plan describes the position/title of employees you are planning to hire together with the job description and tasks each position/title is entitled to. This information on the business plan will aid you in planning the recruitment process of your business/company once you post for vacancies on these position/title.

* + 1. **Operating Plan**

This is the seventh section of a business plan which talks about the operational procedures you are going to conduct in the course of the business operations of your business/company. You are to provide in this section the details of operation process after a short introduction of this business plan’s section.

1. **Business Location**

Information on this segment of the operation plan possess where your business/company is to be located and to be operated.

1. **Facilities and Equipment**

This section of the operation plan details what facilities is used as space to conduct the business operations of your business/company. Aside from that, the equipment you will be using must be recorded here together with its uses and its benefits for the business/company’s utilization.

1. **Inventory Requirements**

Proper recording of inventory is important for any business/company. Thus, you must put in detail how you are going to record your inventory and when these inventory processes are conducted. Be sure that these inventory requirements do not jeopardize your business operations since it might greatly affect the revenues of your business/company.

1. **Suppliers**

Provide a list of your suppliers on this section of the operation plan and give information as to what material each supplier is providing to your business/company. You can list these suppliers in tabular form on this section together with relevant information.

1. **Production**

The last but not the least part of this operation plan on the business plan comprises the production details of your business/company. If your business/company is under the service industry, you can provide on this section the explicit details on how you serve your customers.

* + 1. **Financial Plan**

This is the eighth section of the business plan. Although this section is at the last part of the business plan, the information provided on this section is what most readers of the business plan are most interested in since it involves money. You are to provide in this section the assumptions and the financial statements forecasts you have created using the assumptions.

1. **Key Assumptions and Costs**

For this section of the financial plan, you are to list down the financial assumptions you are going to make use of in creating financial projections of your business/company for a set period, particularly, years. Aside from the financial assumptions, you are to enumerate the costs you expect to incur at the start and in the course of the business operations of your business/company.

1. **Projected Financial Statements**

These financial statements are created using the financial assumptions and costs enumerated in the prior section.

* + - **Profit and Loss Statement**

This is financial statement which shows your revenues, expenses, and your net income after total expenses are subtracted from the total revenues. The assumptions you refer to in creating this projected financial statement must be relevant to the aforementioned financial accounts.

* + - **Cash Flow Statement**

This is a financial statement which shows how cash flows in the course of your business operations. Cash disbursements are subtracted from the cash revenues collected. A reconciliation is made involving the starting balance of cash in the financial books of the business/company which defines the ending cash balance for the set period. Similar to the creation of the profit and loss statement, you are to use the financial assumptions relevant to cash.

* + - **Balance Sheet**

This is a financial statement which shows the financial performance of your business/company for the set period. Assets, Liabilities and Equity information are recorded and are shown on this financial statement. For this projected financial statement, you must use assumptions which applies to the aforementioned financial accounts.