

This document provides a business plan outline. Feel free to make notes or complete the sections directly within this document – just be sure to save it to your computer first!

For help in crafting your business plan, contact:

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(Your Business Name Here) Business Plan

- I. **Executive Summary:** *This is where you will convince your reader to keep reading the remainder of the document. The title of this section is exactly what it says - a summary. This hits the highlights; details will be addressed later in the plan.*
 - a. **Type of business** - manufacturing, retail, service, restaurant etc.
 - b. **Target market** - include age, geographic area, how many, etc.
 - c. **Competition** - direct or indirect competition in your area
 - d. **Organizational structure** - sole proprietor, partnership, corporation, or non-profit

- II. **Market Analysis:** *This step is probably one of the most crucial and requires a lot of research. This is where you will need to explain your target market based on demographics and geography, as well as discuss your is competition.*
 - a. **What niche or problem does your business solve?**
 - b. **Who is your customer?** Research census data and demographic profiles of the area you plan to serve to find this information
 - i. Age range of target market
 - ii. Income range of target market
 - iii. Population in your radius
 - iv. Percentage of that population who will use your product/service
 - c. **Who is your competition?** List them out. Do a competitive analysis including their products, price, quality, selection, service, expertise, reputation, appearance, sales method, advertise and image/brand.
 - d. **What are the advantages or disadvantages to your product of services?** Why would someone choose you over the competition?

III. **Organization & Management:** *Here you will explain how your business is structured, the location, and key employees. Don't forget to talk about what makes you qualified to run this business successfully!*

- a. **Business structure** - Sole proprietor, partnership, LLC, corporation, non-profit etc.
- b. **Facilities** - rent or own; current condition of facilities; timeline for use
- c. **Key people** - Provide resumes for all your key people including yourself, and answers to the following questions:
 - i. How many employees will you have?
 - ii. How do you plan to train and develop your employees?
 - iii. Does your business require a certain skill set? If so, what skill sets will you need?
 - iv. Will you have a difficult time hiring that skill set in your area?
 - v. Partnerships you plan to establish
 - vi. For non-profits: Who will be on your Board of Directors and what qualifies them to serve?

IV. **Service or Product Lines:** *Discuss what product(s) or service(s) you offer in detail. List all your products(s) or service(s) offered.*

V. **Marketing & Sales:** *This is a very important part of your business success. It is not enough to have a great product/service or good customer service. You also have to make people aware of your business.*

- a. **Results of market research.** Look at industry profiles, trade journals, and industry related newspapers/magazines to get a feel for how other people in your industry are marketing their business.
- b. **Marketing plan that details how you will reach your target customers and expand your business** (trade shows, social media, website, mailing, ads etc.)

VI. **Finances:** *This is the written version of the cash flow spreadsheet. The next two sections are where you should start plugging in your income and expenses and ultimately determine if your business is profitable as-is and make adjustments where needed.*

- a. **Include personal financial investment into the business**
- b. **Intended source(s) of other financing.** Make sure to include the amount needed to finance. (Consider buildouts, renovations, upgrades, equipment, working capital and marketing)
- c. **Sales projections**

VII. **Cash Flow Projections:** *Create a spreadsheet projecting 3 – 5 years out. Project your cash flow monthly for the first year; you can switch to quarterly projections thereafter if you'd prefer. If you have an existing business, also include historical financial data from the past three years.*

- a. **Incoming Cash Flow**
 - i. Sales
 - ii. Cost of Goods Sold

iii. Investments

iv. Loans

b. Outgoing Cash Flow

i. Rent/mortgage

ii. Utilities

iii. Insurance

iv. Licenses/permits

v. Beginning Inventory/ continuous inventory

vi. Equipment

vii. Repairs

viii. Loan payments (current and projected)