

## **Basic Components of a Business Plan**

### **1. Executive Summary**

- your opportunity to sell your idea and your ability to deliver it
- a clear, concise summary of your plan
- what you do; who you want to do it for; where you will do it; when you will do it
- any special market niche; production/sales objectives; required financing
- one paragraph to two pages (no more) - .....DO THIS LAST!

### **2. Management and Business Organization**

- your business name and registration; location; ownership details
- consideration of any regulations and legalities (insurance, zoning, GST, payroll, etc.)

### **3. Your product/ service**

- a detailed description of your service/product
- details of your *niche* advantages

### **4. Proof of demand**

- what makes you think your product/service will sell?
- what information do you have about your specific market
- five reasons why you think this business will be profitable

### **5. Your Target Customers**

- to whom (*exactly*) do you intend to sell your service/product ?
- what do you know about that customer?

### **6. Promotion and Advertising**

- how will you promote your service/produce to those customers?
- where will you advertise? What will it cost?

### **7. Your Competition**

- who are your competitors?
- what are their strengths and weaknesses ... and yours?

### **8. Financial Data**

- start-up costs - including written estimates for any major purchases
- projected Income Statement
- total business receipts and expenses for the 12 months/ cashflow
- sales projections – details about how you arrived at your revenues?

### **9. Appendix**

- resumes; flyers, brochures, business card.....
- any letters of support for your business idea/you
- articles/info about relevant trends • accurate estimates re start-up costs