### 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