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Your business plan is divided into the following sections:

1 Business Overview

Description of the business	Products & services
Major demographic, economic, social and cultural factors	Pricing and distribution
Major players (suppliers, distributors, clients)	Market trends
Nature of the industry	Implications or risk factors
Trends in the industry	Competitors and type of competition
Government regulations	Competitors' strengths and weaknesses
Market segment	Competitive advantage

2 Sales & Marketing Plan

Customers	Pricing & distribution
Suppliers	
Advertising & promotion	Customer service policy

3 Operating Plan

Business location & requirements / advantages / lease details
Equipment / technology / R&D / environmental aspects

4 Human Resources Plan

Key employees	Policies & procedures
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5 Action Plan

Action plan & timetable

6 Executive Summary

A brief description of the project, the financing required, and additional information that help explain the business plan

7 APPENDIX: Financial Plan

The company's financial performance, both historical and projected includes sales, cost of goods sold, expenses, income statement, balance sheet, cash flow budget, financial requirements, performance indicators, and personal status_____



LEGAL NAME ▶

TRADING NAME ▶

BUSINESS ADDRESS ▶

PHONE ▶ FAX ▶

E-MAIL ▶

DESCRIPTION OF THE BUSINESS ▶

MAJOR DEMOGRAPHIC, ECONOMIC, SOCIAL AND CULTURAL FACTORS ▶

MAJOR PLAYERS (suppliers, distributors, clients) ▶

NATURE OF THE INDUSTRY ▶

TRENDS IN THE INDUSTRY ▶

GOVERNMENT REGULATIONS ▶

THE MARKET

MARKET SEGMENT ▶



PRODUCTS & SERVICES ▶

PRICING AND DISTRIBUTION ▶

MARKET TRENDS ▶

IMPLICATIONS OR RISK FACTORS ▶

PLANNED RESPONSE ▶

COMPETITION

COMPETITORS AND TYPE OF COMPETITION ▶

COMPETITORS' STRENGTHS AND WEAKNESSES ▶

COMPETITIVE ADVANTAGE ▶



CUSTOMERS ▶

NAME/ADDRESS	TERMS	PRODUCT/SERVICE
1		
2		
3		
4		

▼ ADDITIONAL INFORMATION

SUPPLIERS ▶

NAME/ADDRESS	TERMS	PRODUCT/SERVICE
1		
2		
3		
4		
5		

▼ ADDITIONAL INFORMATION

ADVERTISING PROMOTION ▶

PRICING DISTRIBUTION ▶

CUSTOMER SERVICE POLICY ▶



LOCATION ▶

▼ SIZE AND CAPACITY

▼ ADVANTAGES OR DISADVANTAGES

▼ LEASE OR OWNERSHIP DETAILS

EQUIPMENT,
FURNITURE &
FIXTURES ▶

FUTURE
EXPENDITURES /
TECHNOLOGY
REQUIREMENTS ▶

RESEARCH AND
DEVELOPMENT ▶

ENVIRONMENTAL
COMPLIANCE ▶

ADDITIONAL
INFORMATION ▶



KEY EMPLOYEES	NAME OR TITLE (N° OF POSITIONS)	KEY RESPONSIBILITIES	QUALIFICATIONS
	1		
	2		
	3		
	4		
	▼ ADDITIONAL INFORMATION		
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OPERATIONS & PROCEDURES

HOURS OF OPERATIONS	<div style="border: 1px solid black; height: 25px;"></div>
NUMBER OF EMPLOYEES	<div style="border: 1px solid black; height: 25px;"></div>
VACATION PROGRAM	<div style="border: 1px solid black; height: 50px;"></div>
PERFORMANCE ASSESSMENT	<div style="border: 1px solid black; height: 50px;"></div>
TRAINING & DEVELOPMENT	<div style="border: 1px solid black; height: 50px;"></div>
MUNERATION AND BENEFITS	<div style="border: 1px solid black; height: 50px;"></div>



ACTION PLAN	ACTION	BY WHEN
	1	
	2	
	3	
	4	
	5	
	6	
	7	

▼ ADDITIONAL INFORMATION



OBJECTIVES /
DESCRIPTION OF
THE PROJECT

[Empty text box for Objectives / Description of the Project]

BUSINESS
HISTORY /
NATURE OF
OPERATIONS

[Empty text box for Business History / Nature of Operations]

PRODUCTS AND
SERVICES

[Empty text box for Products and Services]

PROJECT
FINANCING

[Empty text box for Project Financing]

MANAGEMENT /
ADVISORS

Director 1

[Empty text box for Director 1]

Director 2

[Empty text box for Director 2]

RISK
ASSESSMENT &
CONTINGENCY
PLAN

[Empty text box for Risk Assessment & Contingency Plan]



FINANCIAL
INSTITUTION



SUPPORTING
DOCUMENTS

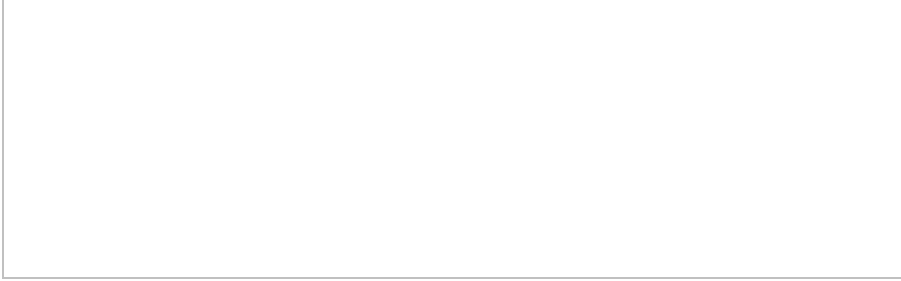




PLEASE INSERT OR ATTACH THE FOLLOWING INFORMATION

HISTORICAL
/ CURRENT
FINANCIAL
STATEMENTS

▶



MONTHLY CASH
FLOW
STATEMENTS
WITH
EXPLANATORY
NOTES

▶

















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