

Write Your Business Plan

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Executive Summary

- ❖ Your executive summary is a snapshot of your business plan as a whole and touches on your company profile and goals. Read these tips about what to include.

Company Description

- ❖ Your company description provides information on what you do, what differentiates your business from others, and the markets your business serves.

Market Analysis

- ❖ Before launching your business, it is essential for you to research your business industry, market and competitors.

Organization & Management

- ❖ Every business is structured differently. Find out the best organization and management structure for your business.

Service or Product Line

- ❖ What do you sell? How does it benefit your customers? What is the product lifecycle? Get tips on how to tell the story about your product or service.

Marketing & Sales

- ❖ How do you plan to market your business? What is your sales strategy? Read more about how to include this information in your plan.

Funding Request

- ❖ If you are seeking funding for your business, find out about the necessary information you should include in your plan.

Financial Projections

- ❖ If you need funding, providing financial projections to back up your request is critical. Find out what information you need to include in your financial projections for your small business.