

Below is a sample Table of Contents showing what you can expect when you purchase a business plan from Upstart Business Consulting Group:

Introduction

Executive Summary

- Company
- Description of Product and Service
- Market
- Financial Profile
- Funds Needed and Use of Proceeds

Summary Description of the Business

- Mission Statement
- Business Model
- Strategy
- Strategic Relationships
- SWOT Analysis
 - Strengths:*
 - Weaknesses:*
 - Opportunities:*
 - Threats:*

Product and Service

- Product Process
- Service Process

Location

Legal Structure

- Type of Legal Structure
- Choosing a Legal Structure
- List of Owners and/or Corporate Officers

Management

- List of Key Managers
- Manager Responsibilities
- Manager Salaries

Personnel

- Employees
- Independent Contractors
- Necessary Qualifications
- Job Descriptions
- Expected Hours
- Adding Employees and Independent Contractors

Accounting Software

Legal

Insurance

Security

Overview and Goals of Marketing Strategy

Market Analysis

- Target Market

Competition
Market Trends
Market Research

Marketing Strategy

General Description
Advertising Strategy
Pricing
Brand
Database Marketing
Sales Strategy
Sales Incentives and Promotions
Public Relations
Networking

Client Service

Description of Client Service Activities
Expected Outcomes of Achieving Excellence

Implementation of Marketing Strategy

In-house Responsibilities
Outsourced Functions

Assessment of Marketing Effectiveness

Financial Documents

Financial Needs – Start-up Expenses
Loan Dispersal Statement
Credit Policy
Business Bank Account

Break-even Analysis

Tax Considerations

Income Tax
Self-employment Tax
Employment Tax
Excise Tax
Business License
Other Environmental Licenses

Outsourced Tax Functions

Three Year Income Statement Projection

Three Year Balance Sheet Projection

Three Year Cash Flow Projection

Additional Forecasting Charts

Supporting Documents

Personal Resumes
Owners Financial Statements
Credit Reports
Copies of Leases, Mortgages, and other Agreements
Letters of Reference
Contracts
Other Legal Documents

Miscellaneous Documents

Appendix A: Financial Ratios

Appendix B: Helpful Websites

Appendix C: Business Template Instructions

Appendix D: Glossary