

Complimentary Business Plan Outline

www.baab.biz



A business plan is a necessary roadmap for success. BAAB provides this complimentary business plan outline to help new and established companies formally document their goals and plan for success.

We look forward to partnering with you to create a plan that effectively outlines your business strengths and objectives.

Executive Summary

This section provides an enthusiastic snapshot of your company – who you are, what you do and why. This should be less than two pages. After reviewing, your reader should:

- Want to find out more about your company
- Have a general understanding of your business

Business Description and Vision

This section should include your mission statement (business purpose), company growth statement, business goals and brief company history; and identify you as the owner along with any other co-owners. After reviewing, your reader should understand your company's:

- Purpose and the services/products you provide
- Growth and potential perspective
- Specific business goals
- History

Market Overview

This section should describe your business industry and define critical needs of your existing market. This section should also clearly identify your target market, providing a general profile of targeted clients. In addition, this section should discuss your current or anticipated market share. After reviewing, your readers should have:

- General knowledge about your market and how your company fits into that market
- Basic understanding of the customer needs you are fulfilling in your target market

Complimentary Business Plan Outline

www.baab.biz

Description of the Products and Services

This section should clearly describe all products and services and explain how **each** product or service is competitive. If applicable, a picture or brochure could be referenced to further help readers visualize your product/service offerings. Actual pictures and brochures would be included in your Appendix. After reviewing, your readers should understand:

- Why you are offering your specific products/services (i.e. what customer needs and wants does your product(s)/service(s) meet?)
- Your product/service offerings and the cost of each
- How and why your services are competitive

Organization and Management

This section should provide details on how your company is organized and also include an organizational chart if necessary. This section should also outline the legal structure of your business (i.e. proprietorship, partnership, corporation, etc.) and identify any licenses or permits you have obtained to perform your business tasks. After reviewing, your readers should understand:

- Your company's organization and legal structure
- The basic flow of your company's operations
- Who the leaders are in your business and their roles

Marketing and Sales Strategy

This section should summarize the target market you identified in your Market Overview. This section should also describe how you provide your services/products (your channels of distribution (online, brick and mortar store, etc.)). In addition, this section should explain your sales/marketing strategy which should specifically focus on the four Ps – pricing, promotion, products and place. After reviewing, your readers should understand:

- Your target market and how you plan to reach it
- How your company will apply pricing, promotion, product diversification and place to sell your products and services competitively

Complimentary Business Plan Outline

www.baab.biz

Financial Management

This section should include specific details about the financial health of your company. **This service is provided by our partner, MPG Management.** This section should include:

- Cash flow statement
- Income statement
- Breakeven analysis
- Balance sheet
- Five-year financial forecast

Appendices (Optional)

This section can include attachments relevant to your business to provide readers with additional company details. Consider including:

- Company brochures, product pictures, drawings, etc.
- Owner and key employee resumes/profiles
- Listing of business equipment
- Copies of press releases, articles and advertisements (if available)
- Pictures of your business location and products (optional)
- Information supporting the growth of your industry and/or products

NEED MORE TIPS?

Get free business writing and marketing tips by:

1. Following us on Twitter
(<http://twitter.com/baabwriting>)
2. Joining our Facebook Fan Page
(<http://facebook.com/baabwriting>)
3. Connecting with us on LinkedIn
(<http://linkedin.com/in/aprylbeverly>)
4. Subscribing to our blog
(www.baab.biz/blog)

Based in Northeast Ohio, BAAB Writing and Marketing Services is a woman-owned consulting firm that provides custom business writing and marketing solutions. Connect with us today for the solutions you need to effectively promote and build your company's brand.

1.877.357.8553

info@baab.biz

www.baab.biz
