

# **BUSINESS PLAN CONTENT GUIDE**

The Business Plan should contain the following sections:

## **1. Company Name**

- With company logo, if applicable

## **2. Mission Statement**

- Company's long - term mission, specifying company growth and direction

## **3. Team Composition / Structure**

- Organizational Chart with job description in each position
- List of company key management team and company head (COO / CEO / President / Managing Director).
- Include Board of Directors / Trustees, if applicable, and identify Chairman of the board with key officers.
- Include credentials, key background details, and work experience related to position in company

## **4. Market Summary**

- Include SWOT analysis (Strengths, Weaknesses, Opportunities, Threats)
- Identify primary and secondary market with psychographics profile of each market.
- Specify changes in market share and prices in the market
- Direct and indirect competition in the market

## **5. Opportunities**

- Identify problems by market and specify opportunity / ies created by those problems to nature of product / service of the company
- Identify special need being met by product / service, if applicable

## **6. Business Concept**

- Introduction / Overview of the Product / Service
- Briefly discuss the following:
  - i. Product / Service description with features and concept
  - ii. Key technology
  - iii. Business Strategy being applied / to be applied

## **7. Competition**

- Summarize competitors
- Describe each direct and briefly discuss indirect competitors
- Identify competitive advantage of company

## **8. Goals and Objectives**

- Specify the goals on the following:
  - i. Yearlong goal and objectives
  - ii. Short term goal/s and objectives (2 - 3years)
  - iii. Medium term goal/s and objectives (5years)
  - iv. Long term goal/s and objectives (10years)
- Make objectives measurable and market share approach/es
- May include revenue / profitability objectives

## **9. Financial Plan**

- Outline a financial plan best fit for your company. Pricing and sales projections should be included

- Include expected annual sales and profits for the next three (3) years
- For start - up companies, it is possible to have net loss on the first year of business operation

#### **10. Resource Requirements**

- Products / Services
- Personnel (full time, part time, out-sourced, contractual)
- Technology (office supplies, office equipment, machineries, etc.)
- Sales & Distribution channel
- Financial requirements
- Promotions (if applicable)

#### **11. Risks and Rewards**

- Identify risks involve and how they will be managed by the company
- Identify rewards to be given to investors, if you are seeking funding

#### **12. Key Issues**

- NEAR TERM = Specify key decisions and issues that need immediate attention
- LONG TERM = Specify important but not so urgent issues needing decision by the company
- If seeking funding, be specific on issues that require financial resources for resolution

#### **13. Appendix**