



Business Planning – Typical Business Plan Headings

I. Company Description

- Business History & Description
- Key Management
- Current Status
- Legal Description

II. Mission & Values

- Mission Statement
- Corporate Values & Approach

III. Product & Service Description

- Overview of Products & Services
- Product Development Activities
- Product & Service Advantages
- Product Liability
- Proprietary Features

IV. Industry Analysis

- Industry Overview
- Industry Trends & Growth
- Industry Participants

V. Target Market

- Market Size & Potential
- Market Demographics
- Market Trends & Growth Patterns

VI. Marketing Plan

- Marketing Strategies
- Positioning
- Marketing Tactics
- Public Relations

VII. Sales Plan

- Sales Strategies
- Sales Team
- Sales Process
- Distribution Channels

VIII. Competitive Analysis

- Competitive Overview
- Indirect Competitors
- Market Share Analysis
- Competitive Advantages
- Direct Competitors
- Barriers to Entry

IX. Operations Plan

- Location
- Administrative Procedures
- Property Ownership
- Staffing and Training
- Equipment
- Labour Considerations

- Purchasing Policies
- Management Control Systems
- Manufacturing Process
- Organizational Chart
- Quality Control Measures

X. Management Team

- Key Management
- Board of Directors
- Board of Advisors
- Professional Service Providers

XI. Financial Plan

- Financial Summary
- Projected Financial Statements
- Current Ownership Summary
- Financial Assumptions
- Funding Requests / Investment
- Historical Financials
- Sources and Uses of Funds
- Break-Even Analysis
- Exit Strategy
- Financial Ratios

Appendices