



Creating Your Business Plan

A business plan is a formal statement of a set of business goals, the reasons why they are attainable, and the plan for reaching those goals. It may also contain background information about the organization or team attempting to reach those goals.

Reasons for a business plan:

Formulating a written business plan will force you to think about where you want your business to go and how you're going to get there. Your business plan is your road map. In addition, a business plan is something you will need to borrow money or establish credit.

Write a business plan:

A business plan can be divided into four distinct sections:

1. Description of the business
2. Marketing
3. Finances
4. Management



Elements of a Business Plan

1. Cover sheet
2. Statement of purpose
3. Table of contents

The Business

- A. Description of business
- B. Marketing
- C. Competition
- D. Operating procedures
- E. Personnel
- F. Business insurance

Financial Data

- A. Loan [applications](#)
- B. Capital equipment and supply list
- C. Balance sheet
- D. Breakeven analysis
- E. Pro-forma income projections (profit & loss statements)
- F. Three-year summary
- G. Detail by month, first year



- H. Detail by quarters, second and third years
- I. Assumptions upon which projections are based on
- J. Pro-forma cash flow

Supporting Documents

- A. Tax returns of principals for last three years Personal financial statement (all banks have these forms)
- B. For franchised businesses, a copy of franchise contract and all supporting documents provided by the franchisor
- C. Copy of proposed lease or purchase agreement for building
- D. Copy of licenses and other legal documents
- E. Copy of resumes of all principals
- F. Copies of letters of intent from suppliers, etc.

Business plan templates can be found through SCORE,
www.score.org