

What Should You Include in Your Business Plan?

Introduction

The title should include the date of the submission and the name of your company and/or the name of the business owner(s).

Summary

Provides an overview of the business's legal structure (i.e. sole proprietorship, Limited Liability Company, Corporation), the type of products or services provided, your target customers and how you think the products or services are beneficial. Briefly summarize the goals and objectives of the business.

Qualifications and Personnel

Provide a summary of the business owner's qualifications to operate the business. Include information about the experience of any employees and any success that the business or business owners have had in a similar industry and endeavor.

Timeframe and Benchmarks

Include a timeline for completing tasks that are key to the success of the business. Highlight certain milestones such as date you plan to commence business.

Financial Plan

This should include information on the amount of funding necessary to cover start and/or maintain the business to include anticipated start-ups costs, labor costs, supply costs, maintenance costs and any overhead costs.