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**Executive Summary**

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**Financial Plan**

You will describe your company’s financial picture, its performance: Historical and projected with this Business Plan.

You will Include volume of sales, the cost of goods sold, the expenses, a clear business income statement overview, detailed balance sheet with Proffit and Loss statement.

The cash flow budget, financial requirements, direct and indirect performance indicators, and your own personal financial status.

**Your** **Business Overview**

|  |  |  |  |
| --- | --- | --- | --- |
| In this section, you give a brief description of your company and where it stands in the marketplace. | Name  |  |  |
|  |  |  |
| Profession  |  |  |
|  |  |  |
| Business Address |  |  |
|  |  |  |  |  |
| Phone |  |  | FAX   |  |
|  |  |  |
| E-Mail |  |  |
|  |  |
| Describe your business |  |  |
|  |  |  |
| Economic, Demographic, Social and The Cultural Influencial Factors |  |  |
|  |  |  |
| Suppliers, Distributors and Clients |  |  |
|  |  |  |
| Industry classification |  |  |
|  |  |  |
| Industry trends |  |  |
|  |  |  |
| Government and Industry Regulations |  |  |

**YourMarket**

|  |  |  |
| --- | --- | --- |
| Which Segment |  |  |
|  |  |  |
| What Products & Services |  |  |
|  |  |  |
| Its Pricing and Distribution |  |  |
|  |  |  |
| What are the Market Trends  |  |  |
|  |  |  |
| Which are the Risks Factors |  |  |
|  |  |  |
| Your Readiness |  |  |

|  |  |  |
| --- | --- | --- |
| Who are the competitors, How they compete |  |  |
|  |  |  |
| Competition: It’s Strengths and Weaknesses |  |  |
|  |  |  |
| What is Your Competive Advantage |  |  |

 **Your Competition**

**Sales & Marketing Plan**

If you are a start-up and do not yet have clients or suppliers, you should still contact potential clients and suppliers and include letters of intent and market research information to help show your sales potential.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Your Customers |  |  | **Name and Address** | **How long?** | **What Products or Services** |
|  | A |  |  |  |
|  | B |  |  |  |
|  | C |  |  |  |
|  | D |  |  |  |
|  |  | E |  |  |  |
|  |  |  |

###  Additional Important Information

|  |
| --- |
|  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Your Suppliers |  |  | **Name and Address** | **How long?** | **What Products or Services** |
|  | A |  |  |  |
|  | B |  |  |  |
|  | C |  |  |  |
|  | D |  |  |  |
|  |  | E |  |  |  |

###  Additional Important Information

|  |
| --- |
|  |

|  |  |  |
| --- | --- | --- |
| Marketing, Advertising, Promotions |  |  |
|  |  |  |
| Distribution and Your Pricing |  |  |
|  |  |  |
| Customer Service Code |  |  |

**Operating Plan**In this section, describe the physical aspect of your business operations: your location, current and future capacity, lease details, your equipment and technological requirements, and any environmental or other regulations that apply.

|  |  |  |
| --- | --- | --- |
| Business Location |  |  |
|  |  |  How Big and Capacity |
|  |  |  |
|  |  |  What are the advantages & disadvantages |
|  |  |  |
|  |  |  Own or Lease the premises |
|  |  |  |
| What Equipment, Fixtures and Furniture |  |  |
|  |  |  |
| Future Investments or Expenses /in Technology that are required |  |  |
|  |  |  |
| Research and Development needed |  |  |
|  |  |  |
| Compliance with Environmental Issues |  |  |
|  |  |  |
| Any Additional Business Related Information |  |  |

**Human Resources Pla**This section details your human resources plan: key staff, policies & procedures. If your business is expanding, indicate what future resources will be needed.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Your best Employees |  |  | **Title Name and Positions** | **The Responsibilities** | **What Qualifications** |
|  | **I** |  |  |  |
|  | **II** |  |  |  |
|  |  | **III** |  |  |  |
|  |  | **IV** |  |  |  |
|  |  | **V** |  |  |  |

**Business Codes Issues**

|  |  |  |
| --- | --- | --- |
| Regular Hours of Operations |  |  |
|  |  |  |
| Number of Employees |  |  |
|  |  |  |
| Performance Measurement Plans |  |  |
|  |  |  |
| Employees Training Program |  |  |
|  |  |  |
| Bonuses and Fringe Benefits |  |  |
|  |  |  |
| Vacations Plan Program |  |  |

**Action Plan**This section details the future action the business plans to take, usually over the next 2 to 3 years.

|  |  |  |  |
| --- | --- | --- | --- |
| Implementation , Action Plan |  | **Action or Task** | **Responsible Individual** |
|  | A |  |  |
|  | B |  |  |
|  |  | C |  |  |
|  |  | D |  |  |
|  |  | E |  |  |
|  |  | F |  |  |
|  |  | G |  |  |

###  Any Additional Information

|  |
| --- |
|  |

 **Executive Summary**In this section, you provide a summary of the reasons you are seeking financing, together with a summary of your business operations.

|  |  |  |
| --- | --- | --- |
| Your Project, Describe the Objectives |  |  |
|  |  |  |
| Business History of Operations |  |  |
|  |  |  |
| Your Products and Services |  |  |
|  |  |  |
| Tell Us about the Financing of your Project |  |  |
|  |  |  |
| Personel |  | Director  |
|  |  |
|  |  |  |
|  |  | Director  |
|  |  |  |
|  |  |  |
|   |  | Director |
|  |  |  |
|  |  |  |
| Who is the Financial Institution |  |  |
|  |  |  |
| What Supporting Documents |  |  |

|  |
| --- |
|  |