

## **BUSINESS PLAN OUTLINE**

- I. Statement of Purpose and Sources and Uses of Funds Statement
- II. Description of Business
- III. Location
- IV. Marketing
  - a. Market Analysis
  - b. Marketing Strategy
  - c. Competition
- V. Management and Personnel
- VI. Short Term and LongTerm Goals
- VII. Financial Statements
  - a. Major Purchased – Equipment, Real Estate, etc.
  - b. Initial Inventory
  - c. Renovations – Include Contractor Estimates
  - d. Notes to Financial Statements
  - e. Financial Statements from Past Three Years
  - f. First Year Cash Flow Statement – Monthly
  - g. First Year Income Statement
  - h. Projections for Two Additional Years – Yearly
  - i. Projected Balance Sheets
- VIII. Appendix

Any Data Which Verifies, Compliments or Enforces Information in Body of Plan

**ASSISTANCE IN PREPARING BUSINESS PLANS AND LOAN APPLICATIONS CAN BE OBTAINED BY SCHEDULING AN APPOINTMENT WITH A SMALL BUSINESS DEVELOPMENT CENTER COUNSELOR 845-802-9150.**

