

Introduction and Executive Summary	
Title Page	<ul style="list-style-type: none"> • Provide identifying information about the proposed business. Name, address and contact numbers for the business
Table of Contents	<ul style="list-style-type: none"> • A list of the major headings and subheadings contained in the plan
Executive Summary and Fact Sheet	<ul style="list-style-type: none"> • A 1-2 page summary of the most important points in the plan • fact sheet summarizes the basic information that relates to the venture
Business Description	
Company and Industry	<ul style="list-style-type: none"> • Mission, Goals, Vision and objectives for the business • Positioning in the industry., trends and competitive advantage
Product and/or Service	<ul style="list-style-type: none"> • Detailed description of the product or service
Product Development	<ul style="list-style-type: none"> • Outline the development status of the product and what is still required to get it to a market-ready state • Are there regulatory, testing, or other requirements that still have to be met?
Market Analysis	<ul style="list-style-type: none"> • Describe the profile of the principal target customer • Indicate current market size, trends and seasonal patterns • Assess the nature of the competition • Estimate expected sales and market share
Marketing Strategy	<ul style="list-style-type: none"> • Detail the marketing strategy • Describe the marketing plan with respect to the sales strategy, advertising and promotion plans, pricing policy, and channels of distribution
Management Team	<ul style="list-style-type: none"> • Entrepreneurial resume • Identify key management people, their responsibilities, and their qualifications • Indicate the principal shareholders of the business, principal advisors, and the board of directors
Production /Operations Plan	<ul style="list-style-type: none"> • Outline the operating side of the business • Describe the location, kind of facilities, space requirements, capital equipment needs, and labour requirements
Implementation Schedule	<ul style="list-style-type: none"> • Develop an overall schedule indicating what needs to be done to launch the business and the timing required to bring it about • List any major problems and risks that will be dealt with
Financial Plan	<ul style="list-style-type: none"> • Indicate the type and amount of financing and how the funds will be used • Outline proposed terms of investment and what benefit is being provided • Provide an overview of the current financial structure of the business • Prepare realistic financial projections that reflect the effect of the financing; include: <ul style="list-style-type: none"> ○ Cash flow forecasts ○ Pro forma profit and loss statements ○ Pro forma balance sheet ○ Break-even analysis ○ Start-up Costs ○ Personal Net Worth Statement
Appendices	
Appendices	<p>Supporting material for the plan including:</p> <ul style="list-style-type: none"> • Detailed resumes of the management team • Product literature and photographs • Names of possible customers and suppliers • Consulting reports and market surveys • Copies of legal documents • Publicity material • Letters of reference