

Business Plan Outline

FOR ENTREPRENEURS

A comprehensive business plan outline to get you started



University of Phoenix®



Table of Contents

Executive Summary	01
Business Description	02
Market/Competitor Analysis	07
Organization & Management	09
Products or Services	11
Marketing & Sales Strategy	15
Funding Request	17
Financial Projections	18
Future Plans & Milestones	19
Notes & Thoughts	20
Appendix	21

Executive Summary

Purpose: Summarize your business idea, objectives and key highlights of your plan.

BUSINESS NAME:

MISSION STATEMENT:

The Product/Service

Briefly describe your product or service.

Competitors

Add a brief list of your competitors. You can also describe how you will be different from them.

Financial Status

Include what your financial status is right now and what your goal for the future is.

Future Plans

Add any future plans for your business, including goals.

Goals

Give a brief introduction to the goals you have for your business. This can include any notes or things you want to remember for when you look back at this document.

Goal 1:

Goal 2:

Goal 3:

Goal #1

Briefly introduce your first goal here.
Make this statement clear and concise.

START DATE:

COMPLETION DATE:

STEPS TO MAKE GOAL 1 HAPPEN

1.
 - a.
 - b.
 - c.
2.
 - a.
 - b.
 - c.
3.
 - a.
 - b.
 - c.

THINGS TO CONSIDER

Make notes in this section about things to consider and possible obstacles you may need to overcome to reach your goal.

Goal #2

Briefly introduce your second goal here.
Make this statement clear and concise.

START DATE:

COMPLETION DATE:

STEPS TO MAKE GOAL 2 HAPPEN

1.
 - a.
 - b.
 - c.
2.
 - a.
 - b.
 - c.
3.
 - a.
 - b.
 - c.

Goal #3

Briefly introduce your third goal here.
Make this statement clear and concise.

START DATE:

COMPLETION DATE:

STEPS TO MAKE GOAL 3 HAPPEN

1.
 - a.
 - b.
 - c.
2.
 - a.
 - b.
 - c.
3.
 - a.
 - b.
 - c.

Competitor Analysis

Add a brief description about the competitor analysis you have completed for your business. Are there any big players? What are they doing well and what can you do better than them?

Competitor Name

Strengths and Weaknesses

Market Research

Include a brief introduction to your market research.

How did you obtain this information?

What are the resources?

What is the conclusion of your findings?

TARGET MARKET

Explain your target market. Who are they?
Where do you find them? What do they do
for work? How much money do they make?

What else can you find out about your target
market to help create a strategy in
marketing to them?

EXAMPLES OF KEY STATISTICS

25-45

Target Age

F

Females

3+ hrs

On Social Media
Per Day

\$80k

Average Yearly Income

45%

Shop Mobile Devices

8/10

Own A Business Or Personal
Brand

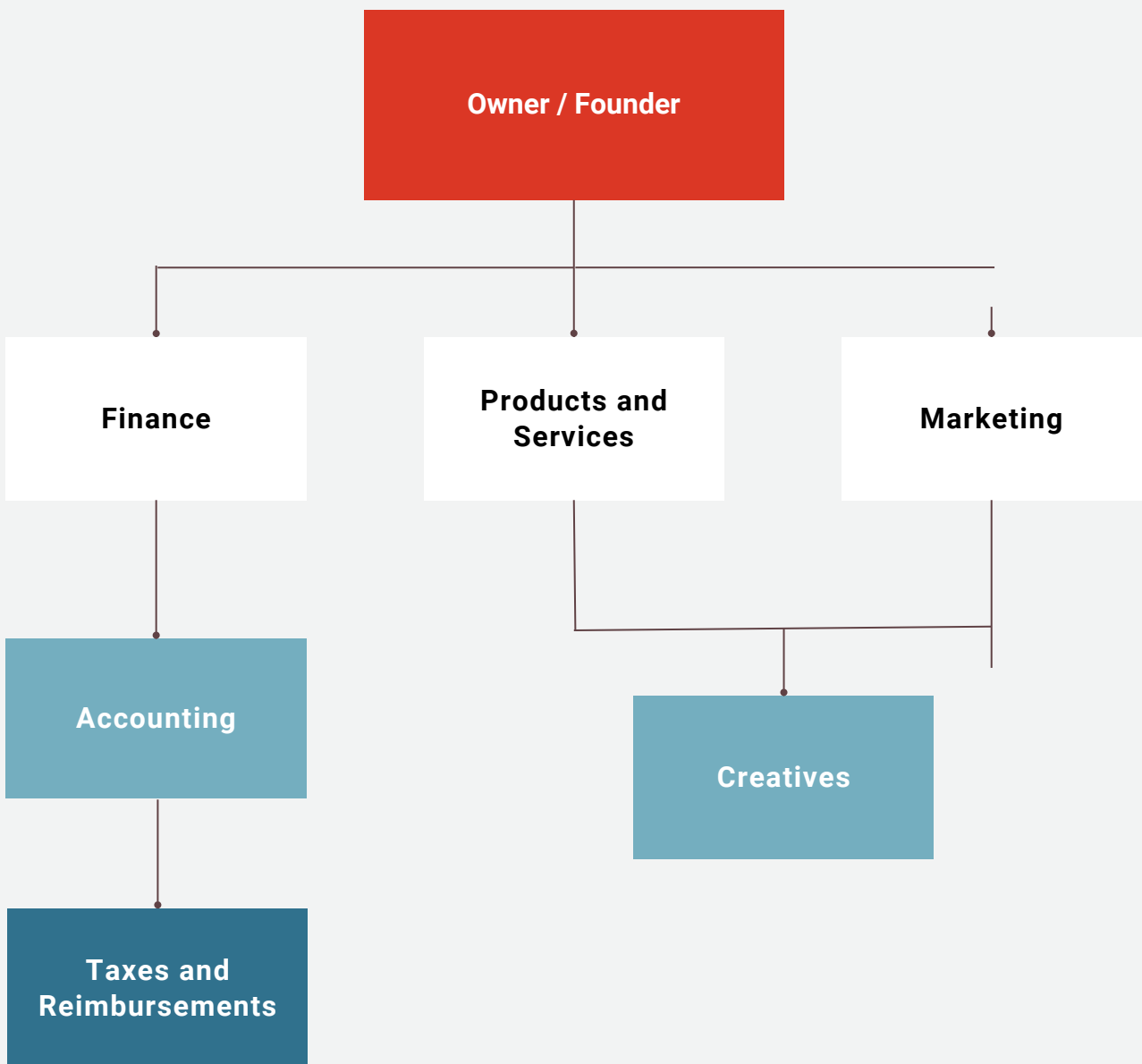
Team Roles and Responsibilities

Include a brief description here about the team roles and responsibilities.
Use this table to outline each team member's role and responsibility.

Team member	Role	Responsibilities

Team Structure

Create a team structure map similar to the example below to help define roles.



Marketing Plan

Method	Description	Budget

SWOT Analysis

A SWOT analysis is a strategic planning tool to identify and evaluate the **Strengths**, **Weaknesses**, **Opportunities** and **Threats** related to a business, project or decision. It helps in understanding both internal and external factors that can impact success.

Strengths	<ul style="list-style-type: none">••••
Weaknesses	<ul style="list-style-type: none">••••
Opportunities	<ul style="list-style-type: none">••••
Threats	<ul style="list-style-type: none">••••

Funding Request

Create a brief summary of exactly how much you're asking for, and what that amount will go to. Be as specific as possible.

Requested amount and form (loan, equity, etc.):

Projected primary ongoing annual expenses with dollar value:

- Payroll
- Benefits
- Taxes
- Advertising
- Travel
- Rent
- Utilities
- Maintenance
- Supplies
- Insurance
- Permits
- Licenses

APPENDIX OF OFFICIAL DOCUMENTS

Assemble a well-organized appendix for investors to reference, including:

- Deeds, local permits and legal documents
- Certifications that boost your credibility
- Business registries and professional licenses
- Patents and intellectual properties
- Industry associations and memberships
- State and federal identification numbers or codes
- Key customer contracts and purchase orders

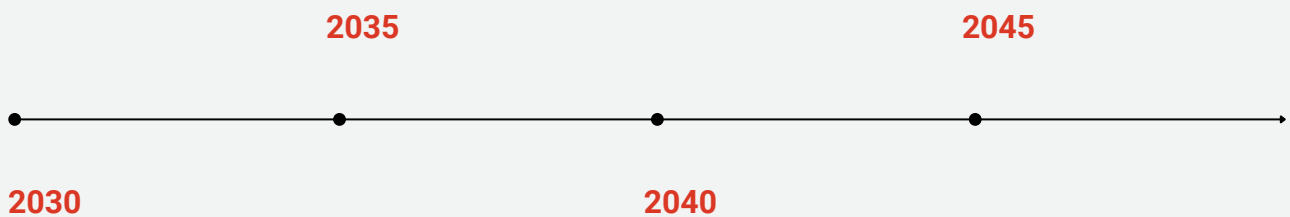
Financial Projections

Provide a detailed five-year forecast for income, cash flow and balance sheets, as well as a break-even analysis. Make sure your estimates are realistic and show how the business will be profitable and sustainable into the future.

Download a [free 5-year financial forecast spreadsheet template](#).

Future Plans and Milestones

In this final section, map out your future plans for the business. Dream big! These plans could include expansion projects, new product offerings and major partnerships.



Briefly describe what the milestone or plan is for this year.

Appendix

The appendix typically includes supplementary information that supports the main content. This can include resumés of key team members, detailed market research data, legal documents, product photographs and any other relevant documents.



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