

Write Your Business Plan

A business plan is an essential roadmap for business success. This living document generally projects 3-5 years ahead and outlines the route a company intends to take to grow revenues.

- **Executive Summary**

Your executive summary is a snapshot of your business plan as a whole and touches on your company profile and goals. Read these tips about what to include.

- **Company Description**

Your company description provides information on what you do, what differentiates your business from others, and the markets your business serves.

- **Market Analysis**

Before launching your business, it is essential for you to research your business industry, market and competitors.

- **Organization & Management**

Every business is structured differently. Find out the best organization and management structure for your business.

- **Service or Product Line**

What do you sell? How does it benefit your customers? What is the product lifecycle? Get tips on how to tell the story about your product or service.

- **Marketing & Sales**

How do you plan to market your business? What is your sales strategy? Read more about how to include this information in your plan.

- **Funding Request**

If you are seeking funding for your business, find out about the necessary information you should include in your plan.

- **Financial Projections**

If you need funding, providing financial projections to back up your request is critical. Find out what information you need to include in your financial projections for your small business.

- **Appendix**

An appendix is optional, but a useful place to include information such as resumes, permits and leases. Find additional information you should include in your appendix.

- **How to Make Your Business Plan Stand Out**

What makes your business unique? Determining this could help you stand out from the crowd and give you advantages over your competitors.