

SAMPLE

BUSINESS PLAN
BUSINESS NAME
BUSINESS ADDRESS

BY:
YOUR NAME HERE
TELEPHONE NUMBER

AS OF:
DATE

STATEMENT OF PURPOSE

One or two paragraphs including the following information:

The names of individuals and the business applying for the loan. The legal structure of the business (sole proprietor, partnership, corporation). How much money is being requested and the exact purpose of its intended use. You should explain both the purpose of the loan request (start up, expansion, etc.) and the intended use of funds (equipment purchase, inventory increase, working capital etc.).

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Proforma Balance Sheet
Break even analysis
Income projections
Cash flow projections
Historical financial reports
Income Tax returns (3 years)

MISSION STATEMENT

It is the intent of this sample business plan to provide the business person with an outline and sample format to prepare his or her business plan.

DESCRIPTION OF BUSINESS

This section will be one or two paragraphs long. It will briefly tell what industry you are in and what your products and services are. Explain where your business will be located, when you plan to open, what days of the week and hours of each day you plan to be open.

Explain how your business will deal with seasonal change and what effect they may have on your operation. Describe the specific skills and experience you bring to the business. Explain why your business will be a success.

PRODUCTS AND SERVICES

This section will be from two to five or six paragraphs long. You will describe in detail those products and services your business will sell. If your business will manufacture a product you would write about the design and production process in this section. You would refer to any supporting blueprints or production line schematics. Charts and graphs are always useful and often enhance commentary.

List those things that make your product unique or special. What are the benefits to your customers of what you are selling. Tell why customers will buy from you and not the competition. Tell how your product or service differs from the competition. Make sure to include the customer service philosophies you will follow to retain and please customers. Refer to any surveys you have commissioned or relied upon to support your conclusions.

Make sure to list any environment issues connected with your business including, but certainly not limited to, waste disposal.

MARKETING INFORMATION

This section of your plan may very well be the largest covering perhaps two or three pages. The first area to cover is your market area. Describe the geographic area you intend to draw customers from. Next, you will list your target markets, relate your target markets to specific products, product categories or services. Your target markets should be defined, as they relate to your business, by pertinent information such as age, gender, race or ethnic group, hobbies, income levels, lifestyle, etc. As best you can through research, define the sizes of target markets and estimate your market share of sales within each target market after one year. You should use the same procedure for any niche market you will compete within.

In this paragraph you should define and analyze your industry, through statistics if possible. You can also quote information from vendors or other businesses within the same industry. You may want to request information from the Small Business Administration (SBA) research center. Be sure to find supportive upward trends within your industry.

In this paragraph you will list your major vendors, where they are located, how they will deliver product to you and what their terms are. You may also want to note if they are major trade suppliers for your industry.

In this paragraph you will talk about your product or service and selling it to your customers. Talk about the “benefits” your business will provide to its customers. Explain what your pricing objectives will be and what your terms of sale will be. If you will be delivering product or service to customers explain how that will occur.

List your competitors, where they are located and why customers will buy from you and not them.

Explain what methods you will employ to attract and retain customers. Methods would include customer service, personal selling, price advertising methods, etc.. Explain how you will expand your market shares in the future, it is nice if these tie out to your target markets or include expanding into new markets.

LOCATION OF BUSINESS

Describe the location of your business in terms of state, county and city. You may want to list any important demographic information which you have obtained. Remember to note any local area strengths if they will be an asset to your business. Describe if your building will be free standing, strip center, mall or other. You may want to include maps or pictures in the supporting documents section.

Note if you own the building, what any note balances are, interest rate and payments remaining. For leased property note the lease terms and include a copy of the lease with supporting documents.

COMPETITION

Try to list at least five competitors, their strengths and weaknesses and how you will compete against their strengths. You may also want to note if their businesses are holding steady, increasing or decreasing in sales volume. Rather than strengths and weaknesses you could compare similarities and dissimilar areas between your business and theirs. You for sure want to explain why customers will buy from you and not these competitors. (This section may be one or two paragraphs. It could be completed in chart form also).

MANAGEMENT

List who the managers of your business will be, if it is you that is fine. List the experience and education of your managers and yourself. If applicable include an organizational chart under this paragraph or within supporting documents along with resumes. Be sure to list management or owners salaries at start up and schedule for raises or bonuses.

PERSONNEL

Explain what additional employee need you will require now and in years two and three. Explain fully what these employees functions will be and their pay ranges.

SUMMARY

Write one or two good concise paragraphs tying together the pluses of all areas of your business and why your plan will succeed.

PROJECTIONS WORKSHEET

Estimated Income and Expenses

(Show total for first twelve months: attach notes on forecast assumptions – COPY FOR ADDITIONAL YEARS)

Name of Business: _____ Year: _____

Month	Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Total
Sales													
Less:													
Cost of Goods Sold													
Gross Profit													
Expenses													
Salaries-other than owner													
Rent – Property													
Rent – Equipment													
Auto Expenses													
Supplies													
Advertising													
Telephone													
Utilities													
Bad Debts													
Taxes & Licenses													
Repairs/Maintenance													
Depreciation													
Accounting & Legal													
Insurance													
Interest - Other than proposed loan													
Office Expense													
Other:													
Total Expenses													
Net Profit													
Less: Owner's Draw													
Amount Available for Loan Payment:													

Signature: _____ Date: _____

MONTHLY CASH FLOW PROJECTION FOR _____

APPLICANT:	COC NO.
ADDRESS (Street, City, State, & ZIP Code)	IFB. RFP. OR P.O. NO.
	CONTACT NO.
PREPARED BY	PROCURING AGENCY

Months ►		January	February	March	April	May	June	July	
1.	CASH ON HAND <i>(Beginning of Month)</i>								
2.	CASH RECEIPTS	(a) Advance Payments							
		(b) Progress Payments <i>(Net)</i>							
		(c) Contract Payments <i>(Net)</i>							
		(d) Other Accounts Receivable							
		(e) Loans							
		(1) Bank							
		(2) Other <i>(Specify)</i>							
	(f) Other Cash Receipts <i>(Specify)</i>								
3.	TOTAL CASH RECEIPTS								
4.	TOTAL CASH								
5.	DISBURSEMENTS	(a) Materials and Components							
		(b) Sub-contracts and Services							
		(c) Direct Labor							
		(d) Manufacturing Overhead <i>(Other Mfg. Expense)</i>							
		(e) General and Administrative Expense							
		(f) Officers' Salaries & Partners' Withdrawals							
		(g) Payroll Taxes							
		(h) Income Taxes							
		(i) Disbursements against loans							
		(1) Bank							
		(2) Other <i>(Specify)</i>							
			(j) Capital Additions or Acquisitions <i>(Specify)</i>						
			(k) Other <i>(Specify)</i>						
6.	TOTAL DISBURSEMENTS								
7.	CASH POSITION <i>(End of Period)</i>								
A	APPLICABLE INVENTORY ON HAND								
B	NO. OF UNITS PRODUCED <i>(or % of Completion)</i>								
C	NO. OF UNITS SHIPPED								
D	\$ VALUE OF UNITS SHIPPED <i>(or % of Completion)</i>								

Notes: (1) Submit One Set (3 copies) for the proposed contract only and One Set (3 copies) for the total workload including proposed contract.
 (2) Use additional sheets if the proposed contract extends beyond 12 months from assumed date of award.
 (3) First month should be the month of assumed award.

MONTHLY CASH FLOW PROJECTION - CON'T

Months ►		August	September	October	November	December	Total
1.	CASH ON HAND <i>(Beginning of Month)</i>						
2.	CASH RECEIPTS	(a) Advance Payments					
		(b) Progress Payments <i>(Net)</i>					
		(c) Contract Payments <i>(Net)</i>					
		(d) Other Accounts Receivable					
		(e) Loans					
		(1) Bank					
		(2) Other <i>(Specify)</i>					
	(f) Other Cash Receipts <i>(Specify)</i>						
3.	TOTAL CASH RECEIPTS						
4.	TOTAL CASH						
5.	DISBURSEMENTS	(a) Materials and Components					
		(b) Sub-contracts and Services					
		(c) Direct Labor					
		(d) Manufacturing Overhead <i>(Other Mfg. Expense)</i>					
		(e) General and Administrative Expense					
		(f) Officers' Salaries & Partners' Withdrawals					
		(g) Payroll Taxes					
		(h) Income Taxes					
		(i) Disbursements against loans					
		(1) Bank					
		(2) Other <i>(Specify)</i>					
			(j) Capital Additions or Acquisitions <i>(Specify)</i>				
	(k) Other <i>(Specify)</i>						
6.	TOTAL DISBURSEMENTS						
7.	CASH POSITION <i>(End of Period)</i>						
A	APPLICABLE INVENTORY ON HAND						
B	NO. OF UNITS PRODUCED <i>(or % of Completion)</i>						
C	NO. OF UNITS SHIPPED						
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