

# SAMPLE BUSINESS PLAN



CONNECTICUT SMALL BUSINESS DEVELOPMENT CENTER

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## WRITTEN PORTION

1. **Title Page**
  - a. Name and address of business and owners of the business.
  
2. **Table of Contents**
  
3. **Executive Summary**
  - a. This is the most important section of the whole business plan!! If you turn off your potential investor they will not even read the rest of the information.
  - b. Write the plan so that it is easily understood by whoever is going to be reading it.
  - c. Very brief description of the business.
  - d. Amount of the loan being requested and what the money will be used for.
  - e. How the loan will be repaid.
  
4. **Description of Business**
  - a. The type of business: Is your business primarily merchandising, manufacturing or service?
  - b. What are the primary products or services that your business provides?
  - c. Explain how you are filling a need in the market place for your products or services.
  - d. The status of your business: Is your business a start-up, an expansion of a current business, or a take-over of an existing business?
  - e. The business form: sole proprietorship, partnership, or corporation?
  - f. When will/did your business open?
  
5. **Description of Target Market/Potential Customers**
  - a. Who is going to buy your products or service consumers or other businesses?
  - b. Are you going to sell to your customers through retail, wholesale, or business to business sales channels?  
If consumers, give demographics - age, male/female, income, location.  
If business to business, specify type of industry - high tech, bio tech, wholesale, manufacturing, financial institutions, health care, etc.  
Give examples of companies within the industry.
  
6. **Marketing/Advertising/Promotion**
  - a. For each of the target markets that have been identified you should state how you are going to convert these potential customers to
  - b. What are the basics of your concept for marketing your business?
  - c. How are you going to advertise the business (i.e. personal selling, referrals, newspapers, magazines, trade journals, radio, TV)
  - d. How are you going to promote the business? (i.e. Speeches to civic groups, newspaper articles, free publicity, etc.)
  - e. Estimate the cost of each of the above strategies on an annual basis.



- f. If you have purchase orders or letters of intent include them.

7. **Competition**

- a. List your nearest competitors. Include their name, address, phone number, hours of operation and any significant strengths or weaknesses that they may have (Be honest). This can be done in outline format.
- b. How is their business: steady, increasing or decreasing? Why?
- c. Conclude with a summary of why your operation will be better than theirs and what your major competitive advantages will be.
- d. Use this section to indicate that you have done your homework about your competition and to indicate that you have a strategy to take advantage of their weaknesses.

8. **Location of Business**

- a. Is your building to be leased or owned? State the terms.
- b. If renovations are needed, what are they? What is the expected cost?
- c. Does the zoning permit your kind of business?
- d. What other positive factors are there about the location?

9. **Management Team**

- a. Personal resume - include experience that is most relevant to your business.
- b. Include resumes and job descriptions of top management.
- c. List the names and addresses of your lawyer, accountant, insurance company and banker.

10. **Personnel Requirements**

- a. What are your personnel needs now? In the near future?
- b. What skills must they have? Are the people you need available?
- c. Full or part-time? Salaries or hourly wages?

## **FINANCIAL PORTION**

1. **Sources and Applications of Funds**

- a. How much money do you need in total?
- b. What are the sources, i.e. owners contribution, leases, bank loans, other loans.
- c. What are the uses of the funds, i.e. purchase equipment, inventory, working capital, leasehold improvements, etc.

2. **Start-up Expenses (if applicable)**

- a. Detail listing of money needed to begin operations.

3. **Financial Statements (for Existing Businesses)**

- a. Provide financial statements, balance sheets and income tax returns for the previous two years.
- b. Provide an interim statement that is no older than ninety days.



4. **Capital Equipment List**
  - a. List cost and present value of all major pieces of equipment and tools.
  
5. **Pro-Formas**
  - a. Profit and Loss projections (two years - monthly)
  - b. Cash Flow projection (two years - monthly)
  - c. Describe any important condition or assumptions being made.
  - d. Breakeven computation.

**SUPPORTING DOCUMENTS**

- a. Copy of lease, credit information, letters of intent, marketing info., etc.