

BUSINESS PLAN
(Put your business name here)

January 6, 2011

SECTION 1: THE BUSINESS PROFILE

Description of the Business

Targeted Market and Customers

Growth Trends In This Business

Pricing Power

SECTION 2: THE VISION AND THE PEOPLE

The Vision

The People

Personal Background and Education Credentials

SECTION 3: COMMUNICATIONS

Computer and Communications Tools

SECTION 4: ORGANIZATION AND INSURANCE

Business Organization

SECTION 1: THE BUSINESS PROFILE

Professional Consultants

Licenses

Insurance

SECTION 5: PREMISES

Location Criteria

SECTION 6: ACCOUNTING AND CASH FLOW

Accounting

Cash Flow Planning

Analysis of Costs

SECTION 7: FINANCING

Financing Strategy

SECTION 8: E-COMMERCE

E-Commerce Plans

SECTION 1: THE BUSINESS PROFILE

E-Commerce Budgeting

E-Commerce Competition

SECTION 10: MARKETING

Marketing Plan

Advertising and Promotion Plans

The Competition

How I Plan to Take Advantage of Competitors' Weak Points

SECTION 11: GROWTH PROGRAM

Expansion

Handling Major Problems