

# business plan 101

## The roadmap to your success



### Business Overview

Your Business Overview states why you want to start your business, what experience you have and a detailed look at where and how you will run the business.



### Industry Overview

Your Industry Overview details information on the governing bodies, licencing and various political, social, economical and technological influences that pertain to your business.



### Competitor Overview

The Competitor Overview outlines your direct and indirect competitors and the risks, opportunities and competitive advantages you may have over them.



### Customer Overview

A Customer Overview identifies your customer segment as well as demographics, client habits, attitudes and beliefs. It will also detail your geographical area and desired customer relationships.



### Products & Services Overview

This section describes your products or services, details your operations process or cycle steps, identifies materials and suppliers, cost of sales, human resource requirements and contingency plans for supplier shortfalls.



### Sales & Marketing Overview

Here you will identify possible objections from customers, the responses you will provide, how you are superior to your competition and what your branding, marketing and sales goals and strategies are.



### Implementation Plan

This section indicates the work you have done on your business to date. (ie business registration, marketing materials, websites, sales, purchased cell phone or office furniture). You will also include a timeline of short-term goals and long-term objectives.



### Financial Plan

Your Financial Plan will include revenue, owner's investment, cost of goods sold, expenses and capital purchases. A break even statement should be made identifying the dollar value or number of products or services sold for the business to break even and the date it is expected to occur.



### Executive Summary

Your executive summary will appear first in your business plan but will be written after all other sections are complete. Only aspects that are critical to the reader should be included. They will include an overview of the business, qualifications of the business owner, market opportunity, description of product or service, financial projections and strategy for success.