

Executive Summary

- Business Description
- Products and Services
- The Market
- Competition
- Operations
- Management Team
- Financial Summary
- Capital Requirements

1. Business Description

- 1.1 Industry Overview
- 1.2 Company Description
- 1.3 History and Current Status
- 1.4 Goals and Objectives
- 1.5 Critical Success Factors
- 1.6 Company Ownership
- 1.7 Exit Strategy

2. Products / Services

- 2.1 Product/Service Description
- 2.2 Unique Features or Proprietary Aspects of Product/Service
- 2.3 Research and Development
- 2.4 Production

3. The Market

- 3.1 Industry Analysis
- 3.2 Market Analysis
- 3.3 Competitor Analysis

4. Marketing Strategies and Sales

- 4.1 Introduction
- 4.2 Market Segmentation Strategy
- 4.3 Targeting Strategy
- 4.4 Positioning Strategy
- 4.5 Product/Service Strategy
- 4.6 Pricing Strategy
- 4.7 Distribution Channels
- 4.8 Promotion and Advertising Strategy
- 4.9 Sales Strategy
- 4.10 Marketing and Sales Forecasts

5. Development

- 5.1 Development Strategy
- 5.2 Development Timeline
- 5.3 Development Expenses

6. Management

- 6.1 Company Organization
- 6.2 Management Team
- 6.3 Management Structure and Style
- 6.4 Ownership
- 6.5 Professional and Advisory Support
- 6.6 Board of [Advisors, Directors]

7. Operations

- 7.1 Operations Strategy
- 7.2 Scope of Operations
- 7.3 Ongoing Operations
- 7.4 Location
- 7.5 Personnel
- 7.6 Production
- 7.7 Operations Expenses
- 7.8 Legal Environment
- 7.9 Inventory
- 7.10 Suppliers
- 7.11 Credit Policies

8. Financials

- 8.1 Start-up Funds
- 8.2 Financial History and Analysis (Currently Businesses Only)
- 8.3 Current Financial Position (Current, Takeover, Franchise Business Only)
- 8.3 Operating Forecast
- 8.4 Break Even Analysis
- 8.5 Balance Sheet
- 8.5 Income Statement
- 8.6 Cash Flow

9. Appendices