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Enterprise Business Plan Template

- **Business Plan** – Provide cover page and table of contents

1.0 EXECUTIVE SUMMARY

- Your "elevator pitch"... Highlight overall plan, including enterprise description, product mix, target market, competitive advantages, strategies and implementation, ownership and legal structure, etc….Do this part last.

- 1.1 Mission
  - Reason you are doing this, principles
- 1.2 Goals and Objectives/Progress Markers
  - Ex: Successful company…Measure by annual sales?
- 1.3 Keys to Success
  - Reputation? Good customer service? Etc.

2.0 BUSINESS DESCRIPTION

- 2.1 Company Summary
  - Restate and expand upon elevator pitch.
- 2.2 Products and Services
  - In depth description (Save technical specs, drawings, brochures, etc. for *Appendices*)
  - Competitive advantage factors? Ex: Level of quality
  - Pricing structures
- 2.3 Value Proposition - Strengths…Background experience, skills, etc.
- 2.4 Form of ownership – Sole proprietor, partnership, corporation, limited liability corporation
- 2.5 Business Model – How will money specifically be made?
  - Identify place in value chain (Supplier, producer, distributor, retailer?)
  - Who pays whom? How much? When?
  - Multiple revenue steams? (From multiple types of customers and multiple products/services?)

3.0 INDUSTRY ANALYSIS

- Thoroughly study the industry or market you are about to enter. Who are the major players already?

- 3.1 Competitive Analysis
  - Direct and indirect competition…Try to understand internal factors that affect them most. Learn from strengths and weaknesses…Why are they doing what they're doing?
  - Compete with everything or just certain products? How will your products compare?
- 3.2 Barriers to Entry
  - High capital, high production or high marketing costs…training/skills…Consumer acceptance, too many players, regulations and restrictions, etc.
  - How will you get past these?

4.0 MARKETING PLAN

- 4.1 Target Market Analysis
  - Conduct market research to analyze the demographics of your target market (age, gender, sex, income, social class, race, etc.)

- 4.2 Customer Profile
    - Who's your ideal customer? Surveys, interviews, etc. to get to know your market. Are they interested in your product or service?
- 4.3 Target Market – Who is the primary buyer or first customer?
- 4.4 Niche - Define and describe where your company fits into the market and world.
- 4.5 Company Identity – How will the customers define the company? For what will the business be known?
- 4.6 Marketing Tactics – What specific marketing tools will be employed?
- 4.7 Milestones – Timeline for marketing efforts.
- 4.8 Strategic Alliances – Are there any partnerships you may be interested to help bolster profits?
- 4.9 Assessing Effectiveness - Incorporate methods to check the effectiveness of your efforts
- 4.10 Strategy
    - 4.10.1 Promotion – Advertising (What media? How often?) What image do you want to project to customers about your enterprise? Logo? System to identify repeat customers and systematically contact them?
    - 4.10.2 Pricing – Explain pricing method…Compare with competition…Do customers make purchase decision mostly on price or not?... Customer service policies?
    - 4.10.3 Proposed Location – Convenient? Consistent with image? Location (in relation to competition)
    - 4.10.4 Distribution channels – Retail? Direct (mail)? Wholesale? Your own sales force? Agents?
    - 4.10.5 Product – From customer point of view
        - Features and benefits…Warranties? Follow up? Refund policy? Delivery?
- 4.11 Sales Forecast – Use spreadsheet to create month-by-month projection based on research if possible….Two forecasts are helpful: 1)best guess 2)worst case

5.0 OPERATIONAL PLAN

- 5.1 Production – Techniques and costs, quality control, customer service, inventory control, product development, should you outsource some things?…)
- 5.2 Location
    - Physical – amount of space, type of building, zoning, utilities
    - Location important for transportation?
    - Costs – Occupation expenses (rent, utilities, insurance)
    - Business hours?
- 5.3 Legal Environment
    - Permits, regulations, insurance coverage, trademarks/copyrights/patents
- 5.4 Personnel - Number of employees, type of labor (skilled, unskilled, professional), pay structure, training, who does what, when does every work, what about weekends and holidays?, job descriptions….
    - 5.4.1 Management and Organization – Who will manage on day-to-day basis? Plan for continuation when person leaves? *Create organization chart*
    - 5.4.2 Professional and Advisory Support – List Board of Directions, Attorney, etc.

- 5.5 Inventory
  - Raw materials? Supplies? Finished Goods?
  - Lead time of ordering
  - Seasonal buildups?
- 5.6 Suppliers
  - Information, type of inventory, delivery policies, reliability
- 5.7 Credit Policies
  - Sell on credit? Do you really need it? How will you check creditworthiness of new applicants? What terms? How will you deal with slow-paying customers (phone call, letter, etc.)?
- 5.8 Strategy for Growth
  - How will your business adapt over its life (consider target market, competition, degree of product innovation in market, barriers to entry, etc.)

- 6.0 CONTINGENCY PLAN
  - 6.1 Risk Scenarios
    - In the event of a problem, which suppliers would be willing to extend your repayment time and for how much or how long?
    - What nonessential assets does the business have that can be turned into cash quickly?
    - Does the business have customers who might be willing to prepay or purchase earlier than planned?
  - 6.2 • Strategies for Dealing with Deviations from the Plan**:**
    - These key considerations will help you anticipate your long-term horizon needs. To develop a careful plan, you will want to take the following steps:
      - Identify any potential risks associated with your new business.
      - Calculate the probability that those risks will actually occur.
      - Assign a level of significance to the losses
      - Calculate the overall loss risk.
- 7.0 FINANCIAL PLAN **Consult with Accounting Enterprise Planner*
  - Startup expenses and capitalization
  - Income Statement
  - Balance Sheet
  - Projected Cash Flow
  - Break Even Analysis
  - Payback Period
- 8.0 APPENDICES
  - All details go here…Brochures, blueprints, resumes, photos, market research studies, etc.

Sources

-Allen, Kathleen R. Launching New Ventures : An Entrepreneurial Approach. 4th ed. Boston: Houghton Mifflin College Division, 2006.

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-Entrepreneurship Guide. Greater Rome Chamber of Commerce. <http://www.romega.com/member_entguide.html>

-Essential Elements of a Good Business Plan for Growing Companies. U.S. Small Business Administration. 29 Sept. 2009 <www.sba.gov>.