



THE COMPONENTS OF YOUR BUSINESS PLAN

The primary pieces you'll need.



EXECUTIVE SUMMARY

Leave space for the Executive Summary at the beginning of the document but do not complete until the full plan has been written.

The executive summary should include the key points of your plan including target markets, high level forecasts and key dates



IDENTIFY OPPORTUNITIES

Describe the unique selling points (USPs) of the product or service and your vision for the business. Provide context to your description: Remember that the reader will not know you therefore write clearly and concisely without acronyms and jargon.



MARKET RESEARCH

Outline who your customers are, who your competitors are, and any current or future trends which will affect your market.

Do not recreate data. Provide your analysis of material and how it would affect the business sector.

Include information on the expected demand for your product or service, explaining how and why you have come to those assumptions.



BRANDING

Your brand strategy is how, what, where, when and to whom you plan on communicating and delivering on your brand messages. Your brand concept should include: Supporting details that enhance/explain further your ideals, vision, key messages/strategies and point of differences.

Read more at <http://straydogbranding.com>



FINANCIAL FORECAST

Include cash flow statements, profit and loss forecasts, and sales forecasts.



IMPLEMENTATION PLAN

List estimated dates of completion for different aspects of your business plan with targets for your business and milestones.



APPENDICES

Include all licenses, permits, agreements, existing contracts and any additional documents that support your business plan.

TOP 7 TIPS

Get everyone involved in setting goals and objectives

Learn all you can about your customers

Understand who your competitors are

Identify your strengths and weaknesses relative to opportunities and threats

Determine which capabilities you absolutely need to succeed

List all the things you do that add customer value

Make sure that you do your financial homework

Imagine several different versions of your company's future