

Your Company Name

Executive Summary

Business

Describe what your business does. Try to limit this to a couple of sentences or a paragraph that is both concise and easily understood.

Mission

In a short paragraph, *identify the unfulfilled need your business will provide* to your target customers/market and how you will accomplish this goal.

Vision

Define the direction and milestones you've set for your business (bullet points work well here). *What's your business going to look like in two years or five years?*

- In our second year...
- By our fifth year...

Product of Service

Present *an overview of what you're selling*, highlighting the benefits to your customers.

Market

Briefly describe:

- The *size* of your target market and demographics (gender, age, income).
- The *geographic area* you serve.
- The *number of customers* you hope to reach.
- Your *target customer* and why your product(s) and service(s) fit their needs.
- How you intend to reach these potential customers.*

Competition

List and describe your competitors, their strengths and weaknesses and why you will be able to out sell and out-market them to your target customers (concentrate on your competitive advantage).

Marketing

Detail the marketing methods you will use to:

- Attract new customers.
- Create customer loyalty.
- Place a cost on acquiring a new customer (If you spend \$100 on advertising and get ten inquiries but only four customers buy from you, then the cost of acquisition for each new customer is \$25).

Financial Projections

List your *projected* revenues/sales, expenses and profit for the next three years. Your budget form will help you tabulate your expenses. (A simple budget is included in Chapter 4.)

Projections	Year 1	Year 2	Year 3
Sales/Revenues	\$00,000	\$00,000	\$00,000
Expenses	\$00,000	\$00,000	\$00,000
Profits	\$ 0,000	\$ 0,000	\$ 0,000

Management

Provide a paragraph of your background (a condensed resume) focusing on your experience and successes in the field you're entering. ***Bring to life WHY you're the perfect person to lead this endeavor.*** Indicate the structure of your business and any other individuals, partners or companies involved.

Funding (Only necessary if you're raising money.)

Describe your funding/money needs, specifically listing how you will use the funds (fifty percent of the \$30,000 in start-up costs will go to inventory and 50% to office set-up. Once fully running, sixty percent of the \$10,000 monthly expenses will go to marketing and the remainder will be split between sales and operations).

Opportunity (*Only necessary if you're raising money.*)

In no more than two sentences, describe WHY loaning money or investing in your business is a GREAT idea.

Contact Information

Provide a phone number, mail and email address.