



LOOK NO FURTHER

Cornelia "Miss Co" Malloy
Connect. Explore. Shop @ BTNEIL.COM
I'm All About Customer Service!!!



Just start the business...

Business Plan Outline

The following are the key points and components you want to highlight in a business plan

1. **Executive Summary** - talk about how your business was established, when it was established and why. Also in this section you will discuss what you specialize in and other services you offer. Lastly you want to touch on the purpose and mission of your business. (*who, what, when, where, how*)

2. **Business Description** - describe your business and state more in depth your services; also mention the advantages of your business over similar businesses (i.e. what sets your business apart). Be specific and detailed in painting a picture of your business for others to see your vision clearly.

3. **Detail of Products and Services** - talk about the specifics of your products and services in terms of what would be in a gift package and give different examples of packages including names and occasions it can be used or benefited. You may even want to list each package separately and break each

item down, including the effect you expect from customers.

4. **Markets and Trends** - talk about if your business is trending and how to market to others, potential customers and the community. Example (vendor opportunities, newspaper, social media, word of mouth, etc.); Also in this section you would want to provide graphs to demonstrate a particular point in terms of marketing such as what age group you are targeting, what social status, what geographic location, who do you expect to buy from you the most and why. Touch on what is popular in your type of business etc.

5. **Marketing Plan** - talk about steps you are taking to achieve marketing goals. How do you want to present your business to others, what is your bottom line. Also included is how you will take advantage of opportunities to market and sell your business such as during the holiday season, to family and friends during occasions such as birthdays and wedding anniversaries, etc.

6. **Strategic Plan for Forecasted Revenue** - talk about your future expectations and plans to get there, where do you see your business in 5 years, 10 years; is it short term or long term; touch on mission and purpose here also and elaborate on the business objective (why you got started in the first place). Exactly what are you trying to do, what is your angle in starting this type of business? In terms of goals you have set how confident are you that you will reach goals. Do you anticipate making a profit? How much of a profit? Or is this just a hobby that you hope will turn into a profitable business? Or do you just want it to be a side business or a full time business. How much money do you expect to bring in from this business over a course of time? Lay out all the details.

BT NEIL

BT Neil Consulting
Look No Further