

Step-by-step guidance to make a business plan

1. Mission Statement and Vision Statement

So, you articulate what you're trying to create. Here are questions that will help you clarify your vision:

- a) Who is the customer?
- b) What business are you in?
- c) What do you sell (product/service)?
- d) What is your plan for growth?
- e) What is your primary competitive advantage?

2. Describe Yourself

Description of your company and product or service

3. Describe Your Uniqueness

Description of how your product or service is different

4. Market Analysis

Market analysis that discusses the market you're trying to enter, competitors, where you fit and what type of market share you believe you can secure

5. Description of Your Management Team

To include the experience of key team members and previous successes

6. Marketing Plan

How do you plan to market the product or service?

7. Analysis

Analysis of your company's strengths, weaknesses, opportunities, and threats, which will show you're realistic and have considered opportunities and challenges

8. Develop A Cash Flow Statement

So, you understand what your needs are now and, in the future, (a cash flow statement also can help you consider how cash flow could impact growth).

9. Financial Projection

Funding requirements, balance sheet, sales forecasts, business ratios and break-even analysis.

10. Summary / Conclusion

Summary/conclusion that wraps everything together (this part can also executive summary at the beginning).

