

## **Outline of a Complete Business Plan**

(From Adams Streetwise Complete Business Plan Software)

**This is an outline of a complete business plan:**

### **Summary**

- Business Concept
- Current situation
- Key success factors
- Financial situation/needs

### **Vision**

- Vision statement
- Milestones

### **Market Analysis**

- The overall market
- Changes in the market
- Market segments
- Target market and customers
- Customer characteristics
- Customer needs
- Customer buying decisions

### **Competitive Analysis**

- Industry overview
- Nature of competition
- Changes in the industry
- Primary competitors
- Competitive products/services
- Opportunities
- Threats and risks

### **Strategy**

- Key competitive capabilities
- Key competitive weaknesses
- Strategy
- Implementing strategy

### **Products/Services**

- Product/service description
- Positioning of products/services
- Competitive evaluation of products/services
- Future products/services

### **Marketing and sales**

- Marketing strategy
- Sales tactics
- Advertising
- Promotions/incentives
- Publicity
- Trade shows

### **Operations**

- Key personnel
- Organizational structure
- Human resources plan
- Product/service delivery
- Customer service/support
- Facilities

### **Creating the financials of the business plan**

Assumptions and Comments  
Starting Balance Sheet  
Profit and Loss Projection  
Cash Flow Projection  
Balance Sheet Projection  
Ratio's and Analysis