



## Outline of Operational Business Plan

### Executive Summary

- a.) Who you are
- b.) What you do – including expansion
- c.) How you do it
- d.) Where you do it
- e.) How much you are looking for
- f.) What you are going to use it for
- g.) How you are going to pay it back

### Business Plan

#### 1.) Introduction

- a.) Who you are
- b.) Customer quotes to support statements about the quality of business
- c.) Vision
- d.) Mission

#### 2.) Present Situation

- a.) History of business
  - 1.) Number of clients
  - 2.) Length of time clients are with you
  - 3.) Employee turnover ratios – if better than industry
  - 4.) Likelihood of 1<sup>st</sup> time customer coming back
  - 5.) Key metrics of performance success
- b.) Financial Position

#### 3.) Objectives / Goals

- a.) Global
- b.) Short term
- c.) Long term

#### 4.) Product Strategy

- a.) Current Product Lines
- b.) New Product Lines
- c.) How new merge with old
- d.) Customer Commitment's
- e.) Intellectual Property – have and plan to have

#### 5.) Market Analysis

- a.) Chart
  - 1.) What services are performed
  - 2.) What product lines meet the service need
  - 3.) Who within your organization performs the service
- b.) Market Size
  - 1.) Where are current customers coming from
  - 2.) Local
  - 3.) Regional
- c.) Competition

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PEOPLE \* PROCESS \* PRODUCTIVITY \* PROFIT



- 1.) Who they are – by product line
  - 2.) Type of business they do
  - 3.) Direct/Indirect
  - 4.) Statistics – Industry
  - d.) Customer Profiles
    - 1.) Who are your typical customers – socio-demographics
    - 2.) By Product Line f significant differences
    - 3.) How you want that to change, if you do
    - 4.) Where they come from
    - 5.) Where they will come from
  - e.) Risk
  - f.) Barriers
- 6.) Marketing Plan
- a.) Strategies by Product line or groupings
  - b.) Individual customer strategy
- 7.) Management Team
- a.) President
  - b.) Support team
  - c.) Anybody else?
  - d.) Advisory Board / Board of Directors
    - 1.) Business Leaders you know who fill in the gaps in your backgrounds
  - e.) Organizational Chart
- 8.) Financials
- a.) Overview – address funding – how much, where you are going to get it, how, what will it be used for
  - b.) Summary Financials
    - 1.) P & L
    - 2.) Cash Flow Projections
    - 3.) Revenue
    - 4.) Product Sales in Units
    - 5.) Expenses
    - 6.) Salary Requirements for Owners
    - 7.) Market Share Analysis
- 9.) Exit Strategy
- a.) How are you going to pay it back
- 10.) Attachments
- a.) Licenses to perform work within the state
  - b.) Any commitment letters from suppliers giving you local exclusivity
  - c.) Detailed financials
    - 1.) Financials on revenue and expenses by month over projected period