

BUSINESS PLAN OUTLINE

Deut 8:18 But remember the LORD your God, for it is he who gives you the ability to produce wealth

This is the business plan of _____

EXECUTIVE SUMMARY

In the year _____

(name of business) _____

was organized as a

Sole proprietorship- a business that is owned by one person who has unlimited liability for the debts of the business.

Partnership –owned by two or more persons who are individually responsible for the debts of the partnerships

Corporation- a legal entity registered with the state that exist apart from its owners, but has certain rights normally limited to individuals, as the right to own property, incur debts, etc.

Limited liability- generally, the restriction of possible losses from business reverses.

MISSION STATEMENT

- In what industry will your business operate?
- How much money is in this industry?
- How will your business fit into this industry?

PRODUCTS AND SERVICES

- What products and services will you provide?
- How does your products and services compare to the competition?

MANAGEMENT

- Who will run the business?
- Where will you do business?

- What kind of employees or contractors will you need and what will they do?

MARKET ANALYSIS

Psalms 23: 5 You prepare a table before me in the presence of my enemies.

Target market- individuals who, because they fit a particular demographic or psychographic profile are considered good prospects for the sale of certain goods or services.

- Who is your target market?
- What geographic area do you plan to do business?
- What is the growth potential for this market?

Competition- those who are selling similar products in the same market.

- Who is your competition?
- Where is your competition located?
- How long has your competition been in business?
- What are your competitions strenghts and weaknesses?
- Why are your products and services better than the competition?

Marketing concept- the strategy for promoting and selling a specific product or group of products.

- How much are you willing to spend on advertising?
- What are your advertising plans?
 - Signs
 - Brochures
 - Catalogs
 - Magazines
 - Radio
 - Television
 - Newspapers
 - Internet
 - Billboards

FINANCIAL PLAN

Proverbs 10: 22 The blessing of the LORD brings wealth, without painful toil for it.

Assets- any item of value, often descriptive of the strong point of a company such as property, stocks, bond, cash.

Liquid asset- cash or an asset that can be easily converted into cash.

Fixed assets- any property that is used in the production of goods and services such as buildings, machinery, etc.

- How much money do you have already for your business?
- How much money are you going to need to start your business?

EXPENSES

- What are your potential expenses?
 - Advertising
 - Traveling
 - Office equipment
 - Insurance
 - Legal fees
 - Postage
 - Rent
 - Taxes
 - Utilities
 - Payroll

Venture capital- money or other assets loaned to start a business or invested in a business.

How do you plan to raise money for your business?

- Cash on hand
- Family
- Conventional banking

Assets

Cash \$ _____ \$ _____

Inventory: _____

Capital Equipment: _____

Other Assets: _____

Total Assets: \$ _____ \$ _____

The Lord is my banker; I shall not owe. He maketh me to lie down in green pastures; he restoreth my loss: He leadeth me beside still waters. Yea though I walk in the valley of the shadow of death, I will fear no evil, for thou art with me; thy silver and thy gold, they rescue me. Thou preparest a way for me in the presence of business competitors; Thou anointed my head with oil, my cup runneth over. Surely goodness and mercy shall follow me all the days of my life and I shall do business in the name of the Lord. Amen