

Sample Business Plan Outline

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- Competitive Advantages
- Products and Services
- Competition
- Marketing And Sales Strategy
- Management
- Operations
- Development Timeline
- Financial Summary
- Uses of Funds
- Exit Strategy

COMPANY OVERVIEW

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- Opportunity
- Business Model
- Revenue Model
- Current Status
- Future Goals and Objectives
- Mission / Vision Statement

PRODUCTS

- Product
- Need
- Benefits
- Current Stage of Development
- Future Plans and Development
- Intellectual Property
- Other

SERVICES

- Service
- Need
- Benefits
- Current Stage of Development
- Future Plans and Development
- Intellectual Property
- Other

INDUSTRY AND MARKET ANALYSES

- Industry Overview
- Industry Trends and Growth Patterns
- Industry Participants
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- Organizational Structure
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- Total Management Compensation
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- Professional Advisors:
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 - Other

OPERATIONS

- Location
- Service Process
- Customer Service
- Other Operational Issues
- Operational Expenses
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- Compensation and Incentives
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- Development Timeline
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CRITICAL RISKS (Cont...)

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- Seasonality and Cyclical Trends
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- Valuation of Business
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- Financial Assumptions
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- Workflow Diagrams
- Office/ Manufacturing Layout
- Website Image Captures
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- Letters of Intent
- Other Pertinent Data