

# BUSINESS PLAN

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Business Name

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Address

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City, State, Zip

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Telephone / Fax / Email

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Owner's Name

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Date

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Rural Enterprise Assistance Project  
Center for Rural Affairs  
PO Box 136  
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*Notice of Confidentiality*

The information provided by \_\_\_\_\_ in this document is unique to its business and confidential. Anyone reading this is requested not to disclose any of the information without their express written permission.

It is also acknowledged by the reader that the information furnished in this business plan, other than information that is in public domain, may cause serious harm or damage to \_\_\_\_\_ and/or the proposed new owners and will be kept in strict confidence.

**A. Introduction and Request for Funds**

**B. Pertinent Business Descriptions**

**1. What is the business name?**

**2. When was the business established and by whom?**

**3. Where is the business located?**

**4. Describe the building.**

**5. Describe the ownership of the facilities. (Will they be purchased or leased?)**

**6. What is the layout of the facilities?**

7. What equipment do you have (Specify if purchased or leased)?
8. What is the legal structure of the business (Sole-proprietorship, partnership, corporation)?
9. Who is your lawyer?
10. Who is your accountant?
11. Who is involved in management and what are their qualifications?
12. Do family members help you?  Yes  No  
How many full-time?  How many part-time?
13. Do you have other employees?  Yes  No  
How many full-time?  How many part-time?
14. If you have employees, explain the labor situation in your area (i.e. is it difficult to find employees?)
15. What is the purpose of your business and highlights of progress to date?

### **C. Products or Services Descriptions**

16. Describe your products or services: Is there a need for these services or products?

**17. What is the view of the current status and prospects for the industry?**

**18. How is your business affected by major economic, social, technological or regulatory trends?**

**19. Are government regulations affecting your product or service (list them)?**

**20. How do you distribute your product or service?**

**21. What does it cost to make the product or deliver the service?**

**22. What is your pricing strategy?**

#### **D. Competition and Customers**

**23. Who are your major competitors and what is your competitive advantage?**

**24. Describe your customers.**

**25. Describe customers you would like to attract in the future.**

**26. How large is the market geographically?**

**27. How large is the market? (number of potential customers)?**

**28. Why will customers choose your product or service? What benefits do you offer?**

**29. How is customer loyalty established in your business?**

**30. What are your service and product warranty policies?**

## **E. Marketing, Promotion, Advertising and Public Relations Plan**

**31. What is your market position?**

**32. What is your promotion plan?**

**33. What is your advertising plan?**

**34. What is your public relations plan?**

**35. Who does your bookkeeping?**

**36. What types of insurance do you carry?**

## **F. Personal and Business Goals**

**37. State your long term and short term business goals.**

**38. State your long term and short term personal goals (Use back of page or extra sheet if necessary)**

## **G. Contingency and Exit Plans for Business**

- 39. Please state the contingency plan for your business. Your contingency plan should include a description about how loans and other will be paid should the business be slow, etc. Simply put, what is your plan B in case plan A doesn't work out?**
- 40. Please state potential exit plans for your business. This section could include items such as succession planning, etc.**

## **H. Financial Statements –**

- **Previous three years Balance Sheets and Profit and Loss Statements.**
- **Current Balance Sheets, Profit and Loss Statements, and Cash Flow.**
- **Projections for the next year (monthly) and the following two years (annual), including assumptions.**
- **Current Personal Balance Sheet.**
- **Break-even Statement.**
- **Startups are pro forma as opposed to historical.**

## **I. Attachments**

- Any documents which help the reader understand why this is a good business opportunity.
- Note in the relevant narrative that an attachment is included. Example: (See Building Floor Plan, Attachment 3)
- Personal resume for each owner/manager
- Past 3 years tax returns for business (or owner if a start-up business)
- Floor plan sketch or blueprint
- Copies of leases, loan agreements, legal agreements, incorporation papers, etc.
- Letters of reference from other business owners & professionals
- Letters of intent from suppliers agreeing to sell to you & buyers agreeing to purchase
- Listing of insurance policies by type, company & policy number
- Job descriptions of key personnel
- Copies of policies and warranties
- Marketing pieces—brochures, price lists, menus, business cards, posters, etc.