

STRATEGIC PLANNING

PARTNERS

BUSINESS PLAN SUMMARY

Creating a business plan provides an opportunity to summarize, analyze and improve an operational plan for a product or activity. It should incorporate information about markets, competition, costs, and revenue streams and enable principals to maximize their impact and their returns. The business plan should serve both as an operating tool and a basis for financial reporting and analysis.

MISSION STATEMENT

All business plans should open with a mission statement. This should be true, concise and clear and provide the context for the individual product or project.

DEFINITION OF PRODUCT

This definition should be both inclusive and absolute. It may include visuals.

OVERVIEW OF MARKET

This comprehensive overview should outline the industry and the specific market niches. It should also mention overlapping markets.

ANALYSIS OF COMPETITION

This survey should put the product in context and differentiate it from competitors.

OPERATING PLAN

This should be a step-by-step guide to product development, creation and marketing. It should include a calendar.

PRINCIPALS & PARTNERS

This section should provide abbreviated biographies of all principals, partners and known consultants and contractors.

FINANCIAL PROJECTIONS

Budgets should include thorough line item projections for all expenditures and targeted revenue projections.

EXECUTIVE SUMMARY

This should be between 2-3 pages and should summarize the highlights and distinctions of the business, the anticipated impact, longevity and financial returns.

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