

A TYPICAL BUSINESS PLAN

COVER PAGE

- company Name
- key Company Contacts and their titles

TABLE OF CONTENTS

- note major headings in your business plan

EXECUTIVE SUMMARY

- complete company history
- company aims and objectives
- amount of financing required
- future company plans

COMPANY MANAGEMENT

- background, responsibilities and qualifications of key personnel

MARKETING PROPOSAL

- details of product or service and respective costs
- market research conducted
- business prospecting ideas
- promotions and public relations campaigns

FINANCING PROPOSAL

- cash flow forecast
- repayment proposal
- collateral

OPERATIONAL DATA

- contact numbers of account manager, lawyer and accountant
- legal status of business (incorporation etc)
- how the business will operate

ENVIRONMENTAL STATEMENT

- company "green plan"

CONCLUSION

- restate your aims and objectives
- list financing amount and reasons for the financing
- explain why you are a prime candidate for the financing

APPENDICES

- detailed management biographies
- product literature
- asset valuation
- financial statements
- detailed cash flow forecasts
- major contracts
- profit and loss statements