

# WHAT NEEDS TO BE INCLUDED IN A BUSINESS PLAN



## EXECUTIVE SUMMARY

Include an overview of your business idea, products/services, mission statement, and any other information that may be important to potential investors, such as an overview of financial projections.



## MARKET ANALYSIS

What are your business's strengths and weaknesses? What opportunities and potential threats exist in your market? What are your potential customers looking for?



## STRUCTURE & MANAGEMENT

Describe how your business is structured and who will be managing overall and day-to-day operations. Introduce leadership members and business managers.



## FINANCIAL PROJECTIONS

In order to pose a qualified funding request to potential investors, you'll want to include your financial projections and your business's potential for growth in the future.



## PRODUCTS & SERVICES

What products or services will your business offer to start? Which do you hope to add to your lineup in the future? How do these help your customers solve problems?



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