



## Executive summary

This section highlights key points of your business in no more than two pages long and includes:

- A description of your company
- A summary of the products or services you offer
- An outline of your marketing strategy and your financial potential
- A description of the funds you need and how you plan to use them

*Tip: Write your executive summary last so it best reflects the rest of your business plan.*

## Product research

Go into more detail about your company's products or services. Make sure to describe:

- What makes your offering unique
- How your product or service is developed
- Any disadvantages associated with your offering
- Details on new features you plan to roll out in the future

## Market research

Describe your industry's market and where your business fits into it:

- A summary of the industry size and growth trends
- An outline of your target market's demographics
- Profiles of your top competitors including their strengths and weaknesses

## Sales plan

Outline your current sales strategy and how you plan to increase revenue:

- Provide an overview of your current sales number and goals
- Describe your pricing strategy and how it compares to the competition
- Describe promotional activities, how much they cost and how you measure effectiveness

## Financial details

This is the heart of your position for why you should get that loan or investment. It should contain:

- Exactly how much funding your business needs and what each dollar will be used for
- Where you expect the biggest returns on investment and why
- A financial forecast of the next three years with justification for growth

**Presentation and language:** Use clear, concise and jargon-free language with graphs and charts to illustrate numerical concepts. Save the plan as a PDF file or print it on thick paper and organize it in a three-ring binder.