



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.