

Simple Business Plan Outline

1. Executive Summary

- Business name and location
- Mission statement
- Brief product/service overview
- Basic objectives and success factors

2. Business Description

- Business concept and purpose
- Industry background
- Legal structure and ownership

3. Market Analysis

- Target market and customer profile
- Market needs and trends
- Competitive analysis

4. Organization & Management

- Organizational structure
- Key team members
- Roles and responsibilities

5. Products or Services

- Offerings description
- Unique selling proposition
- Development or production process

6. Marketing & Sales Strategy

- Approach to reaching customers
- Pricing, promotion, and distribution plans

7. Financial Plan

- Startup costs and funding requirements
- Basic sales forecast
- Profit & loss projection

8. Appendix

- Resumes, charts, references, and other documents