



Smith Financial Services, P.A.
14 B West Main Street
Middletown, MD 21769
Tel: 301.473.5880
Fax: 301.371.6721

Business Plan Outline

- Cover Page
- Company Data
- Statement of Purpose
- Table of Contents
 - The Business
 - Description of Business
 - Marketing
 - Competition
 - Operating Procedures
 - Personnel
 - Business Insurance
 - Financial Data
 - Loan Applications
 - Capital Equipment and Supply List
 - Balance Sheet (One Year Projection)
 - Balance Sheet (Three Year Projection)
 - Start-up budget

 - Pro-forma income projections (profit & loss statements)
 - Three Year Summary
 - Detail by Month, First Year
 - Detail by Quarters, Second Year
 - Detail by Quarters, Third Year
 - Assumptions Used in Income Projections

 - Pro-forma cash flow projections
 - Three Year Summary
 - Detail by Month, First Year
 - Detail by Quarters, Second Year
 - Detail by Quarters, Third Year
 - Assumptions Used in Cash Flow Projections
- Supporting Documents (Attachments)
 - Tax returns of principals for last three years
 - Personal Financial statement
 - Franchise contract and all supporting documents provided by the franchisor
 - Copy of proposed lease or purchase agreement for building space
 - Copy of licenses or other legal documents
 - Copies of resumes of all principals
 - Copies of letters of intent from suppliers, etc.



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Breakdown: What It All Means

- Cover Page: Conservative and professional are suggested, unless you are in a creative field of business. Cover should include: the name of your business, the business address, telephone number, e-mail address and/or website, name of owner(s), the logo, and who the business plan is being submitted to (if applicable).
- Company Data: A profile of the business that includes: main headquarters address, any additional locations, telephone number(s), e-mail address, personnel titles, approximate number of employees, business function(s), type of entity.
- Statement of Purpose: Describe the purpose of your business. Define goals and expectations of your firm. Consider how your business will compare to others in the market, and explain what makes it stand out against the competition.
- Table of Contents: Breakdown of page numbers that topics can be found.
- The Business**
- Marketing: Who is your target audience? How do you plan to obtain new clients?
- Competition: Who are your major competitors? What is their contact information? Website address?
- Operating Procedures: Clarify your business routine. What are the daily duties of the business? How are these tasks accomplished?
- Personnel: Recognize the people who make up the key personnel in your business, particularly your management team. Include individual biographies that are focused on what each member contributes to the business existence. What is the title of the position that the member will hold? What is their past experience, education, and successes? What are their responsibilities? Focus on why the member was selected to fill the position.



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Breakdown: What It All Means (cont'd)

Business Insurance: Identify the hazards that could affect your business from functioning properly. Could you benefit from a Business Owner's Policy (BOP)? Other types include general liability, property insurance, workers' compensation, business automobile, key person, etc.

Financial Data

Loan Applications: Provide a breakdown of how the loan (if requesting a loan) would be distributed and how the loan would benefit the business. Also provide projections for how and when the business would be able to payback the amount of the loan.

Capital Equipment and Supply List: Should include all of the items and inventory that must be purchased or renovations that must be completed prior to day one of operation. Create a table that reveals the item description in one column and the cost in the adjacent.

Start-up Budget: Provide a rational estimate of expenses. Total cost should be listed at the bottom of the page, recognizing the funds needed. Example expenses include licensing and permits, leasing, office supplies, taxes, business cards, professional fees, etc.

Pro-forma Income Projections: A hypothetical statement of projected income. Income is the amount of money that a firm has after expenses and taxes.

Pro-forma Cash Flow Projections: A hypothetical statement of projected cash flow. Free cash flow is cash flow to a firm in excess of that required to fund all projects that have positive net present values when discounted at the relevant cost of capital.

Supporting Documents should contain all "information overflow". It is considered the appendix of your business plan. In addition to the attachments suggested in the on the outline, you may include any additional paperwork or data that assisted you in the projections. **It is strongly recommended that you consult a professional financial advisor prior to starting your own business.**



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The following worksheet is intended for draft purposes only. Consult a professional prior to any vendor or loan requests.

Company Data:

Principals:



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Statement of Purpose:



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Description of Business:

Marketing:

Competition:



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Operating Procedures:

Personnel:

Business Insurance:



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Loan Applications:



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Miscellaneous Notes: