Outline:

I. Business Description (Consider the Audience)
   A. Title Page, Table of Contents
   B. Definition and History of Business
   C. Vision - Mission Statement
   D. Description of Objectives and Goals
   E. Internal and External Factor Analysis (SWOT)

II. Production, Operations, and Organization
   A. Description (Products and/or Services, Current and Proposed Alternatives)
   B. Regulations and Licensing Issues
   C. Physical Resource Inventory-Plan
   D. Quality Control Plan
   E. Environmental Stewardship Plan
   F. Production Scheduling and Plan
   G. Production Risk Management Plan
   H. Legal Structure
   I. Organizational Structure
   J. Human Resource Inventory and Staffing Plan
   K. Production and Human Resource Risk Management Plan

III. Sales and Marketing Plan
   A. Product or Service Marketing Plan
   B. Market Risk Management Plan
   C. Plan for Marketing “The Business”

IV. Financial Plan
   A. Current Financial Assessment and Financial Structure
   B. Strategic Analysis and Financial Projections of Proposed Alternatives
   C. Financial Risk Management Plan
   D. Dealing With Financial Stress
   E. Financial Monitoring and Control Plan

V. Planning for Change
   A. Business Transition Plan
   B. Emergency Plan

VI. Conclusion (Executive Summary)
   A. Verbal Description of Competitive Advantage
   B. Actions to be Taken
   C. Monitoring Plan
   D. Supporting Documentation