

Formal Business Plan Outline
Suggested by Rodney Jones August, 2005

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