

## Appendix I

# BUSINESS PLAN OUTLINE\*

The following outline for a business plan details the type of information that should be included under each category. Please note that not all parts will be applicable to every business. Similarly, there may be additional categories that should be included.

### Title Page

- Business Name
- Purpose (Planning and/or Financing Proposal)
- Name of Principals
- Contact information

### Executive Summary

Describes the purpose and/or goal of the business plan and summarizes the major points of the business plan. This summary should be one or two pages and should highlight the important facts that are described in detail within the plan.

### Table of Contents

List all of the headings within the plan and the pages on which they are located.

### Description of Business

- Mission statement
- Type of business/industry
- Status of business (startup/existing/expanding)
- Form of business (sole proprietor/partnership/corporation)
- Location (address)
- Physical features of building
- Own or lease facility
- Hours of operation/seasonal (peaks/valleys)
- Background and history
- Future goals/objectives/strategies
- Products/services (description/customer benefits)
- Target market

### Market Company Analysis

- Company goals/focus
- Company strengths/weaknesses
- Niche market

### Product/Service

- Description of products/services
- Benefits to consumers
- Compare to competitors

### Consumers

- Type of consumers (wholesale/retail)
- Products/services purchasing
- Factors affecting purchasing decisions (politics/economics/etc.)

### Competition

- Primary competitors
- Competitors' products/services
- Evaluation of product/service (similar/dissimilar)

### Marketing Plan

- Overall market description
- Size/growth and trends
- Market segments
- Market projections
- Products/service (brand name/quality/scope/package/warranty)
- Pricing (list price/discounts/payment terms)
- Distribution (channels/locations/logistics)
- Promotion (advertising/public relations/trade shows/partnerships)
- Sales force and forecast
- Market growth potential

### Management

- Management team (include resumes)
- Business background/management experience
- Division of responsibilities of management team
- Strengths/weaknesses of team
- Salary and/or payment plan
- Benefit plan

## Outside Management and/or Assistant Needs

- Personnel
- Personnel needs
- Skills required
- Training requirements/availability
- Full-time/part-time
- Salary/hourly
- Benefits
- Employee policies/contracts

## Financial Data

- List of capital equipment
- Source and application of startup capital
- Inventory control system
- Accounting system
- Three-year profit and loss statement (income and expenses)
- Three-year balance sheet (assets, liabilities and owner equity)
- Cash flow (projected monthly breakdown of when money comes in and goes out, where money came from and what it was spent on)

- Break-even analysis (level at which total revenues and total expenses equal; no profit/no loss)
- Explanation of assumptions for all financial documents
- Three years of tax returns (company and principals)

## Supporting Documents

- Contracts/leases/agreements
- Copies of licenses/permits/certifications/etc.
- Community support
- Marketing research information
- Credit reports
- Principal current financial statements
- Resumes
- Tax returns

For an electronic fisheries business plan template, see Alaska Fish Business Plan Writer, available from Alaska Sea Grant's Fisheries Business Assistance Project ("FishBiz"). Request a free CD from the Alaska Sea Grant Marine Advisory Program, or download the program by going to <http://www.alaskafishbiz.org> and following the link to fisheries business management.



Photo Courtesy of Alaska Seafood