

7 Key Topics to Include in Your Business Plan

01

Executive Summary

- The Executive Summary is the overall Summary of your business idea.

02

Financing and Financial Projections

- Included in this section are Financial Exhibits, Accounting, Analysis and Costs, Internal Controls, and Break-Even Analysis.

03

Business Organization

- This section is used to describe the Legal Structure or Business Entity you have chosen for your business and why it is the best fit.

04

Business Location

- Describes where you will operate your business, what space you intend to operate it in, and any costs associated with this location.

05

Marketing, Ecommerce, and Sales

- This section of your Business Plan includes Market Research, Marketing Strategy and Tools, Ecommerce, Cost, and Sales.

06

Operations

- This section of your Business Plan includes an outline of the Workflow of your business, Supplies/Inventory/Production, Measurement and Assessment, and a Crisis and Contingency Plan.

07

Addendums: Licenses and Permits (and others)

- It is not required but helpful to include information on Licenses and Permits along with information on Trademarks/Copyrights, and other pertinent information.

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