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Business Plan Outline

- 1) BACKGROUND AND PURPOSE
 - a) History
 - b) Current Conditions
 - c) The Concept/Positioning
 - d) Overall Objectives
 - e) Specific Objectives (Strategies)
- 2) MARKET ANALYSIS
 - a) Market Research
 - b) Overall Market
 - c) Specific Market Segment
 - d) Consumer Demographics
 - e) Competitive Factors
 - f) Other Market Influences
- 3) PRODUCT DEVELOPMENT AND PRODUCTION
 - a) Research and Development
 - b) Production Requirements/Capacity
 - c) COGS Analysis
 - d) Production Process
 - e) Quality Assurance/Control
 - f) Expansion Plans
- 4) SALES & MARKETING PLAN
 - a) Brand/Story
 - b) Target Market
 - c) Marketing Strategy
 - d) Sales Channels
 - e) Rollout Strategy
- 5) FINANCIAL DATA
 - a) Current Financial position
 - b) Payables/Receivables
 - c) Cost Control
 - d) Break-Even Analysis
 - e) Financial Ratios
 - f) Financial Projections (summary)
- 6) ORGANIZATION/MANAGEMENT
 - a) Key Personnel
 - b) Additional Personnel Needed
 - c) Strategic Partnerships
- 7) OWNERSHIP
 - a) Structure of Business
 - b) Financing/Equity Considerations
- 8) CRITICAL RISKS AND PROBLEMS
 - a) Description of Risks
- 9) LEGAL
 - a) Intellectual Property
 - b) Relationships/Agreements
 - c) Other
- 10) SUMMARY AND CONCLUSIONS
 - a) Summary
 - b) Scheduling/Timetable (focus on Year 1)
- 11) APPENDICES
 - a) Photograph of Product
 - b) Market Survey/Data
 - c) Production Flowchart
 - d) Sales and Profitability Objectives
 - e) Price List
 - f) Sample Advertisement
 - g) Sample Press Release
 - h) Historical Financial Statements
 - i) 5-year Pro Forma
 - i) P & L's
 - ii) Cash Flow
 - iii) Balance Sheet
 - iv) Capital Costs
 - v) Graphs
 - vi) NPV/IRR tables

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