

BUSINESS PLAN OUTLINE

Business Status Summary

- New business startup plan: Summary of why a startup is viable.
- Current business plan: Describe the current status of the business and why it is necessary to write a new plan.

Business Basics

- How will the business ownership be structured?
- What is the business? Describe in detail what the business will do.
- What justifies the business? Describe why the business makes sense from a personal and financial perspective.
- Why do you want to be in business and what do you hope to accomplish in business?
- What are your short-term, mid-range and long-term goals for the business?
- What is your business model?

Revenue Plan (Know your numbers!)

- Describe each revenue source.
- What can be expected from each source?
- What are the business revenue basics as you know them?
- How will you know when you are on pace with your Financial Plan?

Capitalization Plan

- What will it cost to position yourself to generate the current, mid- and long-range revenue plan (e.g., buildings, equipment, inventory, etc.)? Create a detailed list with actual or projected costs for each expense category.

Marketing Plan

- Who is your competition?
- What is your competitive advantage?
- What will it cost to develop and grow your market share?
- How will you secure ongoing and growing business?

Human Resource Plan

- What personnel will you need to generate the current, mid- and long-range revenue plan? Budget the wage and overhead cost for each.

Financial Plan

- Startup budget: List where and how you will secure capital to accomplish this startup and its desired growth.
- Project a 5-year Balance Sheet (Assets and Liabilities).
- Project a 5-year Profit and Loss Statement (Income and Expense).
 - Income projections
 - Cost of materials/supplies = cost of goods sold
 - Sales overhead
 - General and administrative costs = overhead
 - Projected margin = profit margin



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- How will you manage company earnings?
 - Percentage to retained earnings
 - Percentage to profit sharing
 - Percentage to charitable contributions
 - Percentage to stockholder dividends
- Summarize the Financial Plan.
 - Projected cost of sales
 - Projected operations overhead
 - Projected general and administrative overhead
 - Projected margins

Personal Business Principles and Policies

- List your personal long-term goals for the business: What do you want to accomplish?
- Explain why you have chosen business over employment.
- List your goals in the following areas:
 - Describe how you see business and your commitment to Christ interacting.
 - Use of money.
 - Use of time.
 - Ethical issues.
 - Paying taxes.
 - Policy making.
 - Use of company property.
 - Confession and restitution.
 - Business standards.
 - Personal standards: What are the standards you would want others to hold you to?
 - How will business affect the interconnection of your faith, family, employees, customers, and mentors?
 - Things to avoid—things you should not do.
 - Things you want to accomplish: What is important?
- Employee practices
 - Hiring
 - Motivation
 - Dismissal
 - Steps to dismissal
 - Aborting dismissal
- Management selection
 - Criteria for managers
- Debt-management principles
 - Short-term debt
 - Long-term debt
 - Debt guidelines: List things you would borrow for and things you would not.
- Credit Principles
 - Develop your business credit terms.
 - How will you handle overdue and collection accounts?
- Establish your policy for suing and being sued.