

Company Name

“Place Your Tag Line Here”

Company Address
City, State Zip Code
Phone Number

Name, Title
Owners Address
City, State Zip Code
Phone Number

Name, Title
Owners Address
City, State Zip Code
Phone Number

Plan Prepared by Name

Plan Prepared Month Year

Copy ____ of ____

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Appendix A	Personal Resumes
Appendix B	Personal Financial Statements
Appendix C	Letters from Prospective Suppliers
Appendix D	Copies of Leases, Contracts or Agreements
Appendix E	Visuals of the Product of Business (Photos Or Design)
Appendix F	Equipment Quotes
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Appendix H	Supporting News Articles

Executive Summary

(do this section last)

The Company

Statement of Funding Summary

Sources of Funds:

Personal Funds	\$
Bank	\$
Revolving Loan	<u>\$</u>
	\$\$

Uses of Funds:

Inventory	\$
Start Up Costs	\$
Building/Land	\$
Renovations	\$
Equipment	\$
Furniture & Fixtures	\$
Working Capital	<u>\$</u>
	\$\$

Description of Business

Company Ownership

Description of Product/Service

Company Location and Facilities

Licenses/Permits/Regulations

Insurance/Bonding

Type

Coverage

Cost

Start-Up Costs (List each item and amount under appropriate section)

Inventory	\$
Start Up Costs	\$
Wages/Training	
Outside Services	
Office Supplies	
Repairs & Maintenance	
Advertising	
Acctg & Legal	
Rent Deposit	
Telephone Deposit	
Utilities Deposit	
Insurance	
Dues & Subscriptions	
Permits & Licenses	
Bank Fees/Checks	
Building/Land	\$
Renovations	\$
Equipment	\$
Furniture & Fixtures	\$
Working Capital	\$

Market Analysis

Target Market and Demographics

Competitive Analysis

Co. Name
Address

Advantages:

-

Disadvantages:

-

Co. Name
Address

Advantages:

-

Disadvantages:

-

Competitive Edge

Sales Forecast (this will come from your cash flow projections)

Marketing Strategy and Implementation

Promotion Strategy

Pricing Strategy

Distribution and Sales

Strategic Alliances

Human Resources

Management Summary

Name

Experience	X years
Experience	X years
Experience	X years
Experience	X years

Name

Experience	X years
Experience	X years
Experience	X years
Experience	X years

Organizational Structure

Management Assistance Team

Consultant
Linda Sutton
NCK Small Business Development Center
606 Washington Street, Suite C
Concordia, KS 66901
785-243-9913

Lawyer

Accountant

Insurance Agent

Financial Plan

(this is where the cash flow projections & assumptions will go)

Appendix

(this is where all the appendix attachments will go)