

Exercise 3-3 –Business plan brainstorm exercise.

Business Plan Outline

I. Executive Summary - One page description of the business. *For this exercise, the most important line from each of the below sections.*

II. Product or Service Description - Clear and concise description of product/service.

III. Market Landscape

- **Industry and characteristics** - Market information and demonstrated need

- **Business's target markets**

- **Competition**

IV. Operational Plan

- **Team/roles and organization's structure**
- **Form of ownership (sole proprietorship, etc.)**

- **Business location**
- **Material sources for product/service**
- **Major Year 1 Tasks and Future Goals** (*Hint: Thinking about “how” exercise*)

V. Sales and Marketing Strategy

- **Product** – Is it a known, accepted product/service? Or, is it new and innovative?
- **Place** – Where is your product/service sold? (Web, over phone, etc.)
- **Price** – How much does the product/service cost?
- **Promotion** – How is it promoted? Advertising, Publicity, Personal Selling

VI. Financial plan – Projected income and expenses. Include section for investors where applicable.

- **Projected Income: Revenue – expenses = income**
- **Proposed plan to meet capital (= “money”) needs**

VII. Appendices – Detailed spreadsheets, market research, and other “bulky” items.