

Business Plan Outline

Part I: The Proposal.

What is “Name of your Company” and what does it do?

Loan Request and Purpose (Estimated Start-Up Costs).

Method and Terms of Repayment.

Part II: History “Your Company” and the Your Industry or Business.

History of “Your Company” and its “Founders” &/or “Principal Owners”.

Mission Statement and Investment Philosophy.

Ownership and Corporate Structure.

Description of Services. The Investment Industry.

What Makes WCI Different from the Competition?

Part III: Marketing Plan—How We Build Our Business.

Who Is Our Market?

Marketing and Advertising Strategy.

Pricing Strategy.

The Competition.

Economic Overview.

Part IV: Management.

Principals and Key Associates.

Organizational Chart.

Part V: Financials. (This is a view of the beginning.)

Balance Sheets. (prof-forma)

Income Statements (Profit and Loss Statements). (pro-forma)

Statements of Cash Flow. (pro-forma)

Ratio Analysis. (if you are an existing business)

Part VI: Financial Projections—Short Range (First Year).

Assumptions.

Projected Cash Flow Statements.

Projected Balance Sheets.

Projected Ratio Analysis.

Part VII: Financial Projections—Long Range (Three Years).

Assumptions.

Projected Income Statements (Profit and Loss Statements).

Projected Cash Flow Statements.

Projected Balance Sheets.

Projected Ratio Analysis.

Part VIII: Supporting Documents.

Gross Income Projections on a Worse-Case Scenario.

Related Estimates for Expenses, Payroll, and Net Income.

Graphs and Data.

Gross Income Projections on a Best-Case Scenario.

Related Estimates for Expenses, Payroll, and Net Income.

Graphs and Data.

Gross Income Projections on an Outrageous-Case Scenario.
Related Estimates for Expenses, Payroll, and Net Income.
Graphs and Data.

Part IX: Appendix.

Principals' Resumés.

Descriptions for All Associates.

Business Advisors and References.

Client References.

New Office Lease.

New Office Improvement List.

Automobile, Equipment, and Furniture List.

Results of Recent Client Survey.

Personal Financial Statement for Principal Owner/Owners

Personal Budget

Copy of Life Insurance Policy on Principal Owner/Owners