

Department of Applied English
National Kaohsiung University
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108-2 Senior Project

Business Plan Title

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1. Executive Summary

- Describe your mission - what is the need for your new business?
- Introduce your company and the management and ownership.
- Describe your main product and service offerings.
- Briefly describe the customer base you will be targeting and how your business will serve those customers.
- Summarize the competition and how you will get market share (i.e., what is your competitive advantage?)
- Briefly outline your financial projections for the first few years of operation.
- Describe your start-up financing requirements (if applicable).

2. Business/Industry Overview

- Describe the overall nature of the industry, including sales and other statistics. Include trends and demographics, and external influences.
- Describe your business and how it fits into the industry.
- Describe the existing competition.

3. Market Analysis and the Competition

- Define the target market for your product or service in your geographic locale.
- Describe the need for your products or services.
- Estimate the overall size of the market and the units of your product or service the target market might buy, and compare with any existing competitors.

4. Sales and Marketing Plan

Product or Service Offerings

- Describe your product or service, how it benefits the customer, and what sets it apart from competitor offerings (i.e., what is your Unique Selling Proposition?).

Pricing Strategy

- Describe how you intend to price your product or service.

Sales and Distribution

- Describe how you will distribute your products to the customer (if applicable).

Advertising and Promotion

- List the different media you will use to get your message to customers (e.g. business website, email, social media, traditional media, etc.), as well as sales promotional methods (e.g. free samples, product demonstrations, etc.) and marketing materials you'll use (e.g. business cards, flyers, brochures, etc).
- Include an approximate budget for advertising and promotion.

5. Ownership and Management Plan

Ownership Structure

- Describe the legal structure of your company, and list ownership percentages (if applicable).

Management Team

- Describe managers and their roles, key employee positions, and how each will be compensated.

Human Resources

- List the type and number of employees or contractors you will need and an estimate of the salary and benefit costs of each.

External Resources and Services

- List any external professional resources required, such as accountants, lawyers, consultants, etc.

6. Operating Plan

Production

- Explain how long it takes to produce a unit and when you'll be able to start producing your product or service. Include factors that may affect the time frame of production and how you'll deal with potential problems such as rush orders.

Facilities

- Describe the physical location of the business including location, land, and building requirements. Include the mortgage or leasing costs, and estimates of expected maintenance, utilities, and related overhead costs. Include zoning approvals and other permissions necessary to operate your business.

Staffing

- Outline expected staffing needs and the main duties of staff members, especially the key employees. Describe how the employees will be sourced and the employment relationship (i.e. contract, full-time, part-time, etc.). Detail any employee training needed and how it will be provided.

Equipment

- Include a list of any specialized equipment needed. Include the cost and whether it will be leased or purchased and the sources.

Supplies

- Include a description of the materials needed and how you will reliably source them. Give descriptions of major suppliers if needed. Describe how you will manage inventory.

7. Financial Plan

Income Statements

- This shows your projected revenues, expenses and profit.

Cash Flow Projections

- This shows your monthly anticipated cash revenues and disbursements for expenses. (It is important for demonstrating that you can manage your cash flow and will be a good credit risk.)

Balance Sheet

- The Balance Sheet is a snapshot summary of the assets, liabilities, and equity of your business at a particular point in time. (For a startup, this would be on the day the business opens.)

Breakeven Analysis

- Including a breakeven analysis will demonstrate to financiers or investors what level of sales you need to achieve to make a profit.

8. Appendices and Exhibits

The appendices and exhibits section contains any detailed information needed to support other sections of the plan.

Possible Appendix/Exhibit Items

- Credit histories for the business owners
- Detailed market research and analysis of competitors
- Resumés of the owners and key employees
- Information about your industry
- Information about your products/services
- Site/building/office plans
- Copies of mortgage documents, equipment leases, etc. (or quotes on these)
- Marketing brochures and other materials
- References from business colleagues
- Links to your business website
- Any other supporting material that may impress potential lenders or investors if you are looking for financing

Note on source: This business plan template is adapted from Susan Ward, “Simple Business Plan Template” (Updated June 2, 2019)
<https://www.thebalancesmb.com/entrepreneur-simple-business-plan-template-4126711>