

Business Plan Components

Executive Summary

Where you say what you are going to say.

Business Overview

Discuss the nature of your business, your clients, the services you offer.

Business Environment

The opportunities and challenges your business faces.

Business Description

Capabilities and resources.

Mission Statement

What does your business do?

Values Statement

What beliefs guide your actions?

Vision Statement

Where do you want to go or become?

Goals and Objectives

List all the major goals that you are setting for you and your business.

List how you will meet those goals.

Financial Review

Where you stand today and where you expect to be in the future.

Income statement, Balance sheet, and cash-flow statement.

Action Plan

How will you carry out your plan?