

FS20842: Entrepreneurship – Business Plan

Quarter: Fall 2004

Due: December 14, 2004

The following are potential elements of your business plan. Most of them should be included in all business plans, while some will only be relevant to certain businesses.

1. **Executive Summary:** a 1-2 page overview of your business plan. Include main points only. Details and support should be found within the main part of the business plan.
2. **Mission Statement**
3. **Business Environment:** a frank discussion of the business environment your business faces. Porter's five forces would be useful here, but don't necessarily limit it to that.
4. **Marketing Plan:** there are many marketing issues discussed in the book and in class. Touch on the relevant topics for your business and how you will address each issue.
5. **Management Team:** include brief biographies and relevant experience.
6. **Financial Data:** Balance Sheet, Income Statement, and Cash Flow projected for at least two years.
7. **Legal Considerations:** discuss the relevant issues for your business.
8. **Insurance Requirements:** discuss the relevant issues for your business.
9. **Suppliers:** what supplies will you need (including raw materials) and who will supply them?
10. **Risks & Assumptions:** Risks your company faces and assumptions you're making about what will happen.
11. **Conclusions**