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# 

# Executive Summary

# Business Overview

## Description of the Business

## Description of Products and/or Services

## Mission and Vision

## Goals and Objectives

# Human Resources

## Management Summary

## Key personnel (if applicable)

# Operational Plan

## Planning Considerations

## Location Considerations

\*If you have a commercial space for your business and adding a floor plan of your space is relevant for your plan, be sure to insert it into the Appendix section at the end of the plan in order to keep the document organized. Discuss the layout in this section; however always refer to the proper Appendix when describing details.

## Production Plan

\*If a flow chart is relevant to discuss the production process, add the diagram to the Appendix and refer to it throughout this section.

## Service Plan

## Business Policies

## Contingency Plan

# Market Research

## Industry Analysis and Trends

## Market Analysis/Research

\*In this section you will discuss the research that has been done for your business. There are different ways of collecting data, including surveys and interviews. Add these documents into the Appendix at the end of the business plan to keep things organized.

## Target Market

## Competitive Analysis

\*When breaking down your competition, create your chart separating direct vs. indirect competitors and add the chart into your Appendix

## S.W.O.T. Analysis

\*Add in the Appendix

# Marketing Plan

## Product/Service

## Price

## Place

## Promotion

\*Talk about different promotional tactics that you will use to advertise for your business. Do a breakdown of costs in a chart and add it into your Appendix

# Financial Plan

# Appendix