

BUSINESS PLAN

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Your business plan is divided into the following sections:

1	Business Overview Description of the business Major Demographic, economic, social and cultural factors Major players (suppliers, distributors, and clients) Nature of the industry Trends in the industry Government regulations Market segment	Products and services Pricing and distribution Market Trends Implications or risk factors Competitions and type of competition Competitors strengths and weaknesses Competitive advantage
2	Sales & Marketing Plan Customers Suppliers Advertising and Promotions	Pricing and distribution Customers service policy
3	Operating Plan Business location and requirements, advantages, lease details Equipment, technology, R&D, environment aspects	
4	Human Resources Plan Key employees	Policies and procedures
5	Action Plan Action plan and timetable	
6	Executive Summary A brief description of the project, the financing required, and additional information that helps explain the business plan	