

Business Description & Vision

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| This section should include: | <ul style="list-style-type: none">• Mission statement (business purpose)• Company vision (statement about company growth)• Business goals and objectives• Brief history of the business• List of key company principals |
| After reviewing this section the reader should know: | <ul style="list-style-type: none">• Who the business is and what it stands for• Your perception of the company's growth & potential• Specific goals and objectives of the business• Background information about the company |

Definition of the Market

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| This section should: | <ul style="list-style-type: none">• Describe your business industry and outlook• Define the critical needs of your perceived or existing market• Identify your target market• Provide a general profile of your targeted clients• Describe what share of the market you currently have and/or anticipate |
| After reviewing this section the reader should know: | <ul style="list-style-type: none">• Basic information about the industry you operate in and the customer needs you are fulfilling• The scope and share of your business market, as well as who your target customers are |

Description of Products and Services

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| This section should: | <ul style="list-style-type: none">• Specifically describe all of your products and services• Explain how your products and services are competitive• If applicable, reference a picture or brochure of your products, which would be included in the plan's appendix |
| After reviewing this section the reader should know: | <ul style="list-style-type: none">• Why you are in business• What your products and services are and how much they sell for• How and why your products & services are competitive |