

BUSINESS PLAN OVERVIEW WORKSHEET

Business Name: _____

BUSINESS DESCRIPTION:

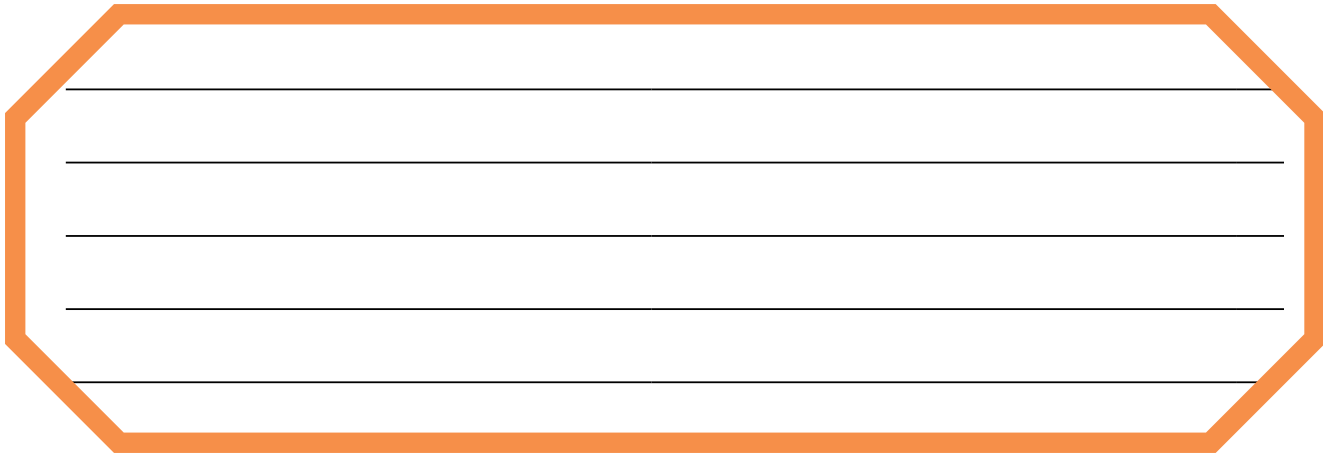
Vision, Mission, Value, Keys to success. What you do? How you do it? Who you do it for?

MARKETING STRATEGY

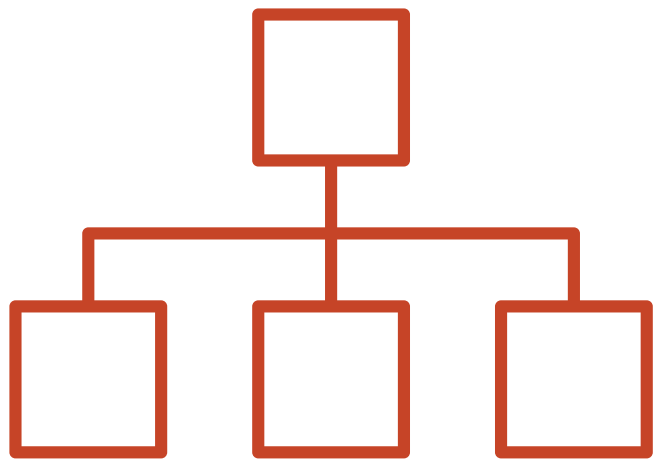
Target Market: Customer Profiles	Products/Services	Pricing
	Promotion	Place

INDUSTRY & BUSINESS ENVIRONMENT

Current & Future Trends. Competitors



HUMAN RESOURCES: WHO'S ON THE TEAM?



FINANCIAL PLAN & FUNDING REQUIREMENTS:

Revenue streams, fixed costs, start-up/expansion costs

