**Executive Summary** *(Cover letter for the plan. Summary of the whole plan. Keep it short. Include the financing request.)*

**Business DescriptiON** *(Overview of your business. Where is it located? What are the facilities like? What is the history of the business? What is the ownership structure?)*

**Operations** *(What products or services do you offer? What is your production system? How are you unique? Standards of quality and customer service? Inventory management? Licenses, permits, patents? Risks, and how are they managed? Competitive advantages? Growth plans? Timeline for implementation?)*

**Marketing Plan** *(Market trends in your business? Target markets & customers? Product pricing, promotion, distribution? Historic & projected sales? Strategic partners or contracts?)*

**Management and Organization** *(The management team? Knowledge, skills and abilities that enhance the business’ success? Board of directors or advisory team? Business structure? Tax, accounting, legal work?)*

**Financial Plan** *(Balance sheets? Cash flow projections? Sources & uses of cash? Projected income statements? Assumptions to back up projections? Funding request?)*