

TABLE OF CONTEN

1.0 Executive Summary

2.0 backgrounds

• Introduction	-	-	-	-	-	-	-	-	-	1
• Vision	-	-	-	-	-	-	-	-	-	1
• Mission statement	-	-	-	-	-	-	-	-	-	1
• Business Ownership	-	-	-	-	-	-	-	-	-	2
• Legal status	-	-	-	-	-	-	-	-	-	2
• Location and facilities	-	-	-	-	-	-	-	-	-	2
• Production/services	-	-	-	-	-	-	-	-	-	2
• Business strategy	-	-	-	-	-	-	-	-	-	2
• Key success factor	-	-	-	-	-	-	-	-	-	3

3.0 markets

• Target market	-	-	-	-	-	-	-	-	-	3
• Key competitors	-	-	-	-	-	-	-	-	-	3
• Service delivery	-	-	-	-	-	-	-	-	-	4
• Competitive edge	-	-	-	-	-	-	-	-	-	4

4.0 marketing plan

• SWOT Analysis	-	-	-	-	-	-	-	-	-	4
-----------------	---	---	---	---	---	---	---	---	---	---

5.0 organization and management

• Organizational structure	-	-	-	-	-	-	-	-	-	5
• Risk management	-	-	-	-	-	-	-	-	-	6
• Action plan	-	-	-	-	-	-	-	-	-	6

6.0 financial plans

• Startup capital required	-	-	-	-	-	-	-	-	-	7
• Income statement	-	-	-	-	-	-	-	-	-	8
• Cash flow projection	-	-	-	-	-	-	-	-	-	9
• Projected balance sheet	-	-	-	-	-	-	-	-	-	10
• Financial analysis	-	-	-	-	-	-	-	-	-	12

7.0 Exit strategy

