

Business Plan Guidelines

The purposes of a business plan are:

1. To help you think through the venture and ensure that you have considered all your options and anticipated any potential difficulties.
2. To convince potential lenders and investors that your business can make money and pay their money back.
3. To serve as an operating guide as you turn your ideas into a viable business.

Supplemental Information & Resources

Visit our website at www.jccsbdc.com for more information!

Our Links & Resources page (<https://jccsbdc.com/links-and-resources/>) has documents that can assist you with writing your business plan:

- Choosing a Legal Structure
- SWOT Analysis Template
- Customer Persona Template
- Kansas SBDC Financial Projections Spreadsheet (and tab-by-tab guidance video demos)
- Vetted list of professionals who are prepared to work with business owners such as attorneys, accountants, marketing, insurance agents, banks and bankers, etc.

Instructions

The below areas are what should be in your business plan.

- Start at Section 4 (Company & Industry Description) and progress through all remaining sections.
- Then go back and complete sections 1-3 (these are completed last to avoid rewrites).
- The final product should be tailored to fit your business circumstances and personality.
 - Give your plan a professional appearance by printing on high-quality paper and putting it in a binder or three-ring notebook.

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1. Cover Page
 - a. Name of business
 - b. Owner name(s)
 - c. Address
 - d. Email
 - e. Phone number
 2. Table of Contents
 - a. Single page showing major topics and page references
 3. Executive Summary (complete this section last)
 - a. Business description and industry
 - b. Business entity type (LLC, sole proprietor, etc.)
 - c. Owners (and % ownership)
 - d. Objective
 - e. Target markets
 - f. Key target dates
 - g. Funding needed & owner's injection
 - h. How funds will be used
 - i. Small table showing 3 years of projected sales and net profits

4. Company and Industry Description
 - a. Company
 - i. Type of business (merchandise, manufacturing, service, etc.)
 - ii. Location of business and neighborhood description (physical or online)
 - iii. Legal structure of entity (LLC, sole proprietor, etc.)
 1. % Ownership if multiple owners
 - iv. Key success drivers
 - v. Legal environment
 1. Regulatory (special regulations, permits, licenses, zoning required & status of progress)
 2. Professional resources
 3. Risk management (insurance, etc.)
 4. List intellectual property of products and/or services (Patents, Trademarks, Copyrights (PTC) – as applicable
 - a. PTC owned by firm
 - b. IP Issues from potential PTC infringement for your approach vs. competition & what believed will happen if sued
 5. Major Contracts
 - b. Industry
 - i. Industry description
 - ii. NAICS code - <https://www.naics.com/search/>
 - iii. Industry overall trends
 1. Projected Revenue trend over next 5 years
 2. Key Factors for Industry Success
 - iv. Competitive positioning of the business
5. Product and Services
 - a. Describe Products and/or services, including bundling and packaging
 - b. List value proposition of products/services
 - c. Describe the specific need that products/services satisfy
 - d. Describe demand seasonality, product life cycles, customer experience
6. Sales & Marketing Plan
 - a. Market
 - i. Competitive landscape
 - ii. Key Competitors
 - iii. Primary Competitive Advantage
 - iv. Key industry metrics (gross margin, sales per employee, etc.)
 - v. Demand drivers
 - vi. Evidence to support size of target market (demographics, etc.)
 - vii. Customer Profile
 1. Who They are (purchaser category, demographics, psychographics)
 2. Where they are located (geographically)
 3. Market size in Target Area
 - b. SWOT Analysis
 - i. Strengths: internal factors that support the business
 - ii. Weaknesses: internal factors that could limit success
 - iii. Opportunities: external factors that can be leveraged for success
 - iv. Threats: external factors that could impair success

- c. Marketing Mix
 - i. Product: features, packaging, differentiators
 - ii. Price: pricing strategies
 - iii. Place: where products/services will be bought and delivered
 - iv. Promotion: tactics to drive demand (advertising, social media, content marketing, etc.)
 - 1. Plan to develop web promotions (website development, social media development, content creation, etc.)
 - 2. Main Messaging/Tagline to Customers
 - d. Sales
 - i. Channels (internal, external)
 - ii. Customer service
 - iii. Metrics
 - iv. Action plan
7. Strategy and Implementation
- a. Goals
 - i. Short term (i.e., 3-6 months)
 - ii. Midterm (i.e., 6-24 months)
 - iii. Long term (i.e., 24+ months)
 - b. Money Management
 - i. Customer payment/billing methods
 - ii. Terms of payment
 - iii. Cash handling procedures
 - iv. Accounting procedures (internal, outsourced, QuickBooks, etc.)
 - c. Operations/Activities
 - i. Daily operations and systems
 - ii. Inventory control
 - iii. Key Suppliers
 - 1. Identify available alternatives
 - iv. Hours of operation
 - v. Major equipment
 - vi. Technology and/or software
 - vii. Quality control
 - d. Contingency
 - i. Identify key threats and contingency plan (see SWOT Analysis)
 - e. Continuity
 - i. Identify plan if owner or key manager is suddenly unable to work
 - f. Exit Plan
 - i. Identify timeframe to exit business (When)
 - ii. Identify plan for succession (How)
8. Organization and Management Team
- a. Organization
 - i. Mission
 - ii. Vision
 - iii. Values
 - b. Management Team & Key Personnel

- i. Name, Title (add more sections as necessary for additional management team members)
 - 1. Functional Lead Description
 - 2. Relevant Skills & Experience
 - ii. Number and Titles of employees (part and full time) and brief job descriptions
 - 1. Training or certifications required
 - iii. List Professional service providers and contact information (attorney, accountant, IT, marketing firm, insurance agent, etc.)
 - c. Advisors and Other Key Resources (as applicable for the below)
 - i. Advisory Board Member(s): Name, Title, Duties
 - ii. List Family/Friends with relevant experience
 - iii. List local SBDC partner
- 9. Financial Plan and Projections
 - a. 3-Year Revenue & Expense Projections - Utilize *Kansas SBDC Financial Projections Spreadsheet* <https://jccsbdc.com/links-and-resources/>
 - b. Funding Sources
 - i. Owner contribution
 - ii. List additional already secured/agreed sources (names of investors, lenders, grants with \$\$ amount per item, etc.)
 - iii. Total remaining to raise
- 10. Appendix (as applicable)
 - a. Supporting Documentation
 - i. Leases
 - ii. Major contracts
 - iii. Letters of intent
 - iv. Equipment and construction quotes
 - v. Professional service(s) quotes
 - vi. 3 Year Financial Projections
 - vii. Industry Financial Benchmark Stats
 - viii. Menu of Main Products/Services
 - ix. Photos/Diagrams of facility and/or products/services