



## **Marketing**

- Discuss the products/services offered.
  
  
  
  
  
  
  
  
  
  
- Identify the customer demand for your product/service.
  
  
  
  
  
  
  
  
  
  
- Identify your market, its size and locations.
  
  
  
  
  
  
  
  
  
  
- Explain how your product/service will be advertised and marketed.

- Explain the pricing strategy.

### **Financial Management**

- Explain your source and the amount of initial equity capital.
- Develop a monthly operating budget for the first year.
- Develop an expected return on investment and monthly cash flow for the first year.

- Provide projected income statements and balance sheets for a two-year period.
- Discuss your breakeven point.
- Explain your personal balance sheet and method of compensation.
- Discuss who will maintain your accounting records and how they will be kept.
- Provide "what if" statements that address alternative approaches to any problem that may develop.

### **Operations**

- Explain how the business will be managed on a day-to-day basis.

- Discuss hiring and personnel procedures.
- Discuss insurance, lease or rent agreements, and issues pertinent to your business.
- Account for the equipment necessary to produce your products or services.
- Account for production and delivery of products and services.

### **Concluding Statement**

Summarize your business goals and objectives and express your commitment to the success of your business.