UMKC School of Law Solo & Small Firm Incubator

Sample Business Plan 2

Elements of a Business Plan

1. Cover sheet
2. Statement of purpose
3. Table of contents

I. The Business
   A. Description of business
   B. Marketing
   C. Competition
   D. Operating procedures
   E. Personnel
   F. Business insurance

II. Financial Data
   A. Loan applications
   B. Capital equipment and supply list
   C. Balance sheet
   D. Breakeven analysis
   E. Pro-forma income projections (profit and loss statements)
   F. Three-year summary
   G. Detail by month, first year
   H. Detail by quarters, second and third years
   I. Assumptions upon which projections were based
   J. Pro-forma cash flow

III. Supporting Documents
   A. Tax returns of principals for last three years Personal financial statement (all banks have these forms)
   B. For franchised businesses, a copy of franchise contract and all supporting documents provided by the franchisor
   C. Copy of proposed lease or purchase agreement for building space
   D. Copy of licenses and other legal documents
   E. Copy of resumes of all principals
   F. Copies of letters of intent from suppliers, etc.

Source – www.sba.com