



## BACKGROUND OF THE COMPANY

- Nature of the company and its activities
- Outline of the company's objectives.



## THE PRODUCTS / SERVICES

- State the company's product or service in detail.
- A non-specialist must be able to understand the plan.



## MARKET ANALYSIS

- Define the commercial opportunity for the business, its products and services.
- Attach Research documentation
- "SWOT" analysis.



## MARKETING

- The Marketing & Sales Plan



## THE MANAGEMENT TEAM

- Details on the core team and their professional credentials.



## FINANCIAL PROJECTIONS

- Relevant historical financial performance
- Future projections.



## FINANCE REQUIREMENTS & EXIT OPPURTUNITIES

- State finance requirements for the business and from which sources.  
(i.e.management, venture capital, banks and others) and how it will be utilized



## EXIT OPPORTUNITIES

- Consider how the capital investors will exit the investment and make a return.  
Possible exit strategies for the investors may include floating the company on a stock exchange or selling the company to a trade buyer.



## THE BUSINESS PLAN SUMMARY

- The most crucial section- summarizes your business plan. It is vital to give this summary significant thought and time, as it may well determine the amount of consideration the capital investor will give to your detailed proposal.