



Business Plan Outline

- Executive Summary (one page)
- Definition of Plan
 - Product/Service description
 - Implementation plan
 - Objectives and measures of success
- Project Operations and Management
 - Daily operations
 - Quality improvement
 - Information systems
 - Personnel requirements
- Target Market Definition/Research
 - Customer/geographic focus
 - Demographics
 - Needs assessment
- Marketing Strategy
 - Message
 - Marketing/Communication/Media outlets
 - Market penetration assumptions
- Industry Analysis
 - Industry structure
 - Trends
 - Requirements for market entry
 - Barriers to market entry
- Partners/Competitors
 - List and description of partners
 - Partner roles
 - List and description of competitors
 - Threats/Future competition
- Risks
 - Potential risks
 - Regulations
 - Long-term development plan
 - Exit plan
- Timeline
- Financials/5-Year Projections
 - Narrative describing calculations and budget assumptions
 - First year budget by month
 - Detailed revenue/expense budget 5 years out
 - Breakeven Analysis (if applicable)
- Appendix of supporting materials

From the [Management Academy for Public Health](#), University of North Carolina at Chapel Hill.

