

BUSINESS PLAN FORMAT

1. Executive Summary.
 - Summary of the plan which includes an overview of each section
2. Description of Business
 - In general, how do you plan to deliver the service
3. Mission, Vision and Core Values
4. Market Analysis
 - Who is your target market (age, gender, geographic location, etc.)?
 - Who are your competitors (existing and future)?
 - How does your business meet the needs of the target market?
 - Concerns or challenges regarding entering this business market?
5. Volume/ Market Share Projections
 - Project how many clients you are anticipating
 - How will these clients know about your services?
 - Who will refer these clients to you?
6. Marketing Plan
 - What is your strategy to enter into the market?
 - What is your position in the market place?
 - SWOT Analysis
 - Promotion and advertising strategies
 - Description of marketing materials (brochure, web site, etc.). Plan for distribution.
7. Operations Plan
 - Day to day work flow
 - Office location
 - Describe the space needed for this service
 - What information systems (computers, etc.) are needed
 - Other equipment needs (capital equipment – more than \$500)
 - Staffing needs (if relevant) including consultants, contractors, etc. List their responsibilities (include job descriptions in the appendices)

8. Implementation Plan

- Primary tasks
- Schedule/time table to open or expand business
- Cost associated with each major task

Tasks	Action	Responsible Person	Start Date	Completion Date	Resources Needed/Include Costs

9. Financial Analysis

- Projected financial statements for three years (revenue and expenses- cash flow)
- Operating Budget (Cash Flow Analysis)
- Capital Budget
- Break-even analysis; Decision Analysis

10. Performance Analysis

- Define Success
- Track key indicators to define success
- Financial and Clinical outcome measures

11. Appendices

- Job descriptions
- Ideal client list/Profile of customers
- Profiles of business partners
- Brochures/Marketing material/ logo, etc.