

Business Plan Outline - Sample

Business Description

- I. Purpose and structure
 - A. Vision and purpose
 - B. Guiding principles
 - C. Outcomes and results
- II. Distinctive competence and unique niche
 - A. Opportunities for leverage
- III. Strategic growth issues
 - A. Operating assumptions

Situation Analysis

- IV. External analysis
 - A. Data, research
 - B. Trends and issues
- V. Internal analysis and capacity
 - A. Strategy- structure- culture alignment
- VI. Market analysis
 - A. Market segments
 - B. Target market profile
- VII. Comparative analysis

Programs, Products and Services

- VIII. Core programs
 - A. Purpose, audience
 - B. Goals and objectives
 - C. Components, hours etc.
- IX. Supporting programs
- X. Access
- XI. Pricing and fees

Outreach Strategies

- XII. Position, brand, image
- XIII. Outreach, marketing or communication strategies

Strategic Partnerships

- XIV. Public –private partnership
- XV. Coalitions/ advisory
- XVI. Strategic alliances

Organizational Development

- XVII. Business model
- XVIII. Management and staffing
- XIX. Governance
- XX. Systems and processes

Facilities

Finances

- XXI. Policies
- XXII. Source and uses of funds
- XXIII. Pro Forma financial statements

Implementation

- XXIV. Tasks and timeline