

Workbook answers >>>>> Business plan

1. Executive Summary
 - a. Opportunity
 - i. My intent for starting this company is to solve the (2-1, 2-6) challenges in my community. By starting this business I intend to help aid this issues by (2-2, 2-4, 2-7).
 - ii. We will be effective by reaching our target clientelle by (4-2). Our product is unique because (4-1).
 - iii. Give Brief Overview
 - iv. Explain Why your company?
 - b. Expectations **(consult with accountant)**
 - i. Forecast
 - ii. Financial Highlights by Year [chart]
 - iii. Financing Needed
2. Opportunity
 - a. Problem & Solution
 - i. This problem is worth solving because (2-1)
 - ii. Our solution to solving this problem includes (2-2, 2-3, 2-7)
 - b. Our Target Market is (4-3, 4-7, 4-9, 4-10)
 - c. Competition
 - i. Current Alternatives
 - ii. Our Advantages are (4-1, 4-2, 4-5, 4-6)
3. Execution
 - a. Marketing & Sales
 - i. We will reach our customers by (3-3)
 - ii. We will provide (4-5, 4-8, 6-7) through the sales and services we will provide
 - b. Operations
 - i. Locations & Facilities (3-1, 3-2)
 - ii. Technology
 - iii. Equipment & Tools

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- c. Milestones & Metrics
 - i. Milestones Table
 - ii. Key Metrics
- 4. Company
 - a. Overview
 - b. Team (1-2, 1-3, 1-5)
 - i. Management Team
 - ii. Advisors (1-1)
- 5. Financial Plan (consult with accountant)
 - a. Forecast
 - i. Key Assumptions
 - ii. Revenue by Month [chart]
 - iii. Expenses by Month [chart]
 - iv. Net Profit (or Loss) by Year [chart]
 - b. Financing
 - i. Use of Funds
 - ii. Sources of Funds
 - c. Statements
 - i. Projected Profit & Loss
 - ii. Projected Balance Sheet
 - iii. Projected Cash Flow Statement
- 6. Appendix
 - a. Monthly Financial Forecasts
 - b. Additional Documentation

Blaine La/Car Associates

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