Business Plan Components

Executive Summary
Where you say what you are going to say.

Business Overview
Discuss the nature of your business, your clients, the services you offer.

Business Environment
The opportunities and challenges your business faces.

Business Description
Capabilities and resources.

Mission Statement
What does your business do?

Values Statement
What beliefs guide your actions?

Vision Statement
Where do you want to go or become?

Goals and Objectives
List all the major goals that you are setting for you and your business.
List how you will meet those goals.

Financial Review
Where you stand today and where you expect to be in the future.
Income statement, Balance sheet, and cash-flow statement.

Action Plan
How will you carry out your plan?