

**YOUR COMPANY NAME**

**BUSINESS PLAN**

**Date**

## EXECUTIVE SUMMARY

**The Executive Summary should be written last** after you have finished the remainder of the plan. It is an overview (no more than one page long) of your business including the problem you solve or plan to solve, why your solution is different, your typical customer or customer you want to attract, and results to-date and expected near-term results (existing business) or expected results (new business). You should provide a high-level description of your company.

**Include the size of the loan you want, where you will put it to use and how it will help the business.**

This is the first thing the DHFLA loan committee reads so it must capture our interest.

## COMPANY OVERVIEW

Provide a brief summary of your or intended business. After reviewing this section, the reader should have a broad understanding of your business and how it is organized.

*Depending on the type of business you are operating, you may or may not need the following sections.*

**Only include what you need and remove everything else.**

- **Company Summary:** This is the elevator pitch of what your company stands for and does. Include the company's goals and some of the near-term objectives.
- **Company History:** Provide the story of why the business was founded. Explain where the company is now in terms of sales, profits, key products, and customers.
- **Markets and Products:** Outline the market and its needs that your company will address.
- **Management Team:** Provide a few details about who runs the company (if more than the founder), **include a resume for each leader.**
- **Legal Structure and Ownership:** Describe the business structure and who has ownership shares.
- **Licenses, Franchise Agreements and Permits:** If applicable, describe and **include copies of any licenses, franchise agreements and/or permits required to operate your business.**
- **Locations and Facilities:** Describe your workplace or plans to acquire any. This could include leased or owned home offices, commercial offices, warehouses, retail stores, manufacturing sites, etc.

## PRODUCT DESCRIPTION

This section explains the business opportunity. It should answer the question: what problem are you trying to solve? If your product or service addresses something the market hasn't identified as a problem (for

instance, a new mobile app or a new clothing line), then describe how your solution reduces stress, saves money, or brings joy to the customer.

*Depending on the type of business you are operating, you may or may not need the following sections.*

**Only include what you need and remove everything else.**

- **Opportunity:** Describe the market for your product or solution and who are its participants.
- **Product Overview:** Describe in as much detail as needed your product or service offerings.
- **Key Participants:** Identify any key contributors to a service you offer and strategic partners in your business, such as critical suppliers, distributors, referral partners or any others.

## MARKET ANALYSIS

Provide an overview of the industry that your business is in including a detailed description and size of the target market. Identify key elements such as geographic location, demographics, buyer characteristics, your target market's needs and how these needs are being met currently. If there are any direct competitors, these should be compared to your offering.

*Depending on the type of business you are operating, you may or may not need the following sections.*

**Only include what you need and remove everything else.**

- **Industry Type:** Broadly describe your market. For instance, if you plan to open a jewelry store, the industry type would be retail, but local versus if you sell online. Within the retail jewelry industry, globally, revenues are expected to exceed \$250 billion by 2020, but your local store will have a smaller market. Identify the number of customers in your local area that might fit into your target group.
- **Market Segmentation:** Define the main groups of people or businesses that you are targeting. Note if your segment is growing, shrinking, or will be flat for the next few years; what percent of the market you think you will reach; what share of the market you anticipate having within the next 2-3 years.
- **Competition:** Explain who else is providing products or services to solve the same problem, what are your advantages over the competitors, and how your solution is different and better.

## MARKETING AND GROWTH PLAN

Provide the details of how you market or will market your business. Describe the channels used for generating leads and promoting the business, and your sales strategy.

Depending on the type of business you have, you may or may not need the following sections. **Only include what you need and remove everything else.**

- **Marketing Activities:** Which channels will you use to promote your company's product, generate leads, store traffic, or appointments?
  - Media advertising (newspaper, magazine, television, radio)
  - Direct mail
  - Telephone solicitation
  - Seminars or business conferences
  - Joint advertising with other companies
  - Word of mouth or fixed signage
  - Digital marketing such as social media, email marketing or SEO
- **Sales Strategy:** Explain your sales strategy.

## FINANCIALS

**This section should include for existing businesses:**

- 3 years (or all years if operating for less than 3 years) of business balance sheets and income statements (Profit and Loss)
- Current budget with expenses and revenue
- Description of how the DHFLA loan proceeds will be used including a specific list of purchases or payments with dollar amounts.

**This section should include for start-ups (new businesses):**

- **A minimum 12-month Pro Forma Income Statement (Projected Profit and Loss):** The pro forma should include the assumptions you are making. *A 24-month pro forma is preferred.*
- **Projected Startup Costs:** Estimate recurring and one-time costs needed to open your business. Include an estimate of when cash will begin to flow into the company by assuming about how many months of expenses you will have to fund out of savings or an initial investment.