



## BUSINESS STEPS

1

### COVER PAGE

- Full name of business
- full street address
- Postal address
- Phone, Fax and email
- Contact name and title
- Date of plan

2

### TABLE OF CONTENT

- Lists main headings
- Include graphs, charts and tables

3

### EXECUTIVE SUMMARY

- Highlight the important aspects of the plan

4

### BUSINESS DESCRIPTION OF PRODUCT AND SERVICES

- The business
- The products or services
- The industry

5

### MARKETING PLAN

- Outline the 4 P's  
( Product, Price, Promotion & Place)
- Competitive advantage
- Customers, market size, competition and market evaluation

6

### OPERATION PLAN

- Focus on facilities ,manufacturing,capability & equipment
- The steps and time taken to bring the business up to full speed

7

### MANAGEMENT PLAN

The management team.List all directors, consultants, advisers& key professionals who will be involved in the business.Attach detailed Cv as appendices.

8

### SUSTAINABILITY PLAN

- Environmental issues
- Employment opportunities
- Potential environmental impact

9

### FINANCIAL PLAN

- Start up capital
- Projected income
- Projected balance sheet
- Project cash flow statement
- Project capital equipment
- Critical risk involved in the business

10

### Appendices

All pieces of evidence, such as Cv's ,product brochures,testimonials and news articles