

ASSIGNMENT #6 Simple business plan outline: Airport/Aviation Business

1. Executive summary

Write this last. It's just a page or two that highlights the points you've made elsewhere in your business plan.

It's also the doorway to your plan—after looking over your executive summary, your target reader is either going to throw your business plan away or keep reading, so you'd better get it just right.

Summarize the problem you are solving for customers, your solution, the target market, the founding team, and financial forecast highlights. Keep things as brief as possible and entice your audience to learn more about your company.

2. Opportunity

Describe the problem that you solve for your customers and the solution that you are selling.

It is always a good idea to think in terms of customer needs and customer benefits as you define your product offerings, rather than thinking of your side of the equation (how much the product or service costs, and how you deliver it to the customer).

Sometimes this part of the plan will include tables that provide more details, such as a bill of materials or detailed price lists, but more often than not this section just describes what you are selling and how your products and services fill a need for your customers.

3. Market analysis summary

You need to know your target market—the types of customers you are looking for—and how it's changing.

Use this section to discuss your customers' needs, where your customers are, how to reach them and how to deliver your product to them.