

As you prepare your plan for a small business, address the following sections in specific detail. The CONTENT of your paper should be a minimum of 8-10 pages.

Section 1 Executive Summary – Written last

- A short summary of your proposed venture, discuss major goals and objectives.
- Convince the reader that this business concept is sound and has a reasonable chance of success

Section 2 Company Background

- Describe the business you plan to start.
- What is the potential opportunity and risk involved in starting this business?
- Description of industry (size, growth rates, nature of competition, history)
- What is your company's mission statement?
- What form of ownership will your business be and why?
- What kind of insurance will you need to protect you and your investors?
- What other kinds of business forms will you need?
- What current strengths and weaknesses do you personally have that will help or hinder you undertaking this business?

• SWOT Analysis of your business (Strengths, Weakness, Opportunities and Threats)

- What are the strengths and weaknesses of your product or services?
- What or where are the opportunities for growth?
- What are threats to your business?
- Prepare a bulleted point chart and then explain in detailed paragraphs following the chart

Section 3 Human Resource Management Team

- Who will you need to assist you in the operation of your business?
- Include outside assistance as well as direct employees (i.e. an accountant, lawyer, etc.)
- Make an organizational chart
- Create job descriptions and salaries (hourly or yearly) for your employees.
- Be sure to calculate how many hours a week they will be working.
- What will be your management style?

Boyd Headers