

- 1) Executive Summary**
- 2) Description of the business**
 - Purpose, goals and objectives
 - Product/service
 - Industry
 - Premises
- 3) Market and competition analysis**
 - SWOT analysis
 - Problems & opportunities
 - Target market
 - Market size and trends
 - Competition
 - Projected market share
 - Market development analysis
- 4) Financial management**
 - Cash flow forecast
 - Break even analysis
 - Pricing
- 5) Product planning and development**
- 6) Manufacturing and operations**
 - Processes
 - Inventories
 - Equipment
 - Costs: components, plant, equipment, labour
- 7) Marketing and distribution**
 - Marketing strategy and tactics
 - Sales and distribution channels
 - Advertising and promotion
- 8) Management and personnel**
 - Organization chart
 - Key management personnel
 - Duties and functions, backgrounds
 - Personnel planning
- 9) Development schedule**
 - Program, evaluation and review technique (PERT)
 - Critical path method (CPM)
- 10) Summary**