7 Key Topics to Include in Your Business Plan



01

Executive Summary

• The Executive Summary is the overall **Summary** of your business idea.

02

Financing and Financial Projections

Included in this section are Financial Exhibits, Accounting,
Analysis and Costs, Internal Controls, and Break-Even Analysis.

03

Business Organization

• This section is used to describe the Legal Structure or Business Entity you have chosen for your business and why it is the best fit.

04

Business Location

• Describes where you will operate your business, what space you intend to operate it in, and any costs associated with this location.

05

Marketing, Ecommerce, and Sales

• This section of your Business Plan includes Market Research, Marketing Strategy and Tools, Ecommerce, Cost, and Sales.

06

Operations

 This section of your Business Plan includes an outline of the Workflow of your business, Supplies/Inventory/Production, Measurement and Assessment, and a Crisis and Contingency Plan.

07

Addendums: Licenses and Permits (and others)

• It is not required but helpful to include information on Licenses and Permits along with information on Trademarks/Copyrights, and other pertinent information.

Visit www.scu.edu/mobi to download our free Business Plan Template.



