

CFO ON CALL

Business & Finance Consulting

Bucharest -Romania

**BUSINESS PLAN TEMPLATE
SHORT VERSION**

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1. EXECUTIVE SUMMARY

The premise of the business plan is to achieve the following goals:

- Provide a clear plan of action to attain specific goals
- Make this plan easy to understand
- Put in place a methodology that will allow for easy reporting on the status, progress, successes and failures of our endeavors
- The success of the plan is predicated on activities that are necessary to take place, but are outside the direct influence of any one individual within the company.
- All along, the readers of this commentary are made aware that if nothing occurs differently in the pursuit of our goals, there is little reason to expect different results. Therefore, our success and the sales goals outlined are to be taken hand-in-hand with the various action plans

2. COMPANY DESCRIPTION

Short description of the company profile and future activity and locations/ organization.

3. STRATEGIC FOCUS AND PLAN

3.1 MISSION AND VISION

The vision statement is an expression of how the organization will be perceived by its stakeholders .

A mission statement defines the fundamental purpose of an organization , the scope of operations in product or service and market terms and it sets an expectation for the results that will accrue when the mission is successfully accomplished .

The mission statement should define :

- Product and services provided ;
- Customers that will be served ;
- How the product and services will be provided ;
- The results that are expected .

3.2 STRATEGIC GOALS

The company's main goal in 2010-2015 will be to achieve a certain level of sales during the predicted period of time . In order to sustain the implementation and then growth , sources of revenue will be required .

Example :

- Explore certain markets for achieving forecasted sales ;
- Develop a customers portfolio and build long-term relationship ;
- New Product Launch in “2013/2014”;
- Increase Brand Awareness on the market, etc.

4. ENVIRONMENTAL ANALYSIS

4.1 COMPETITOR ANALYSIS

A market analysis should be included in this section (market size by location) and an estimation of the future market share comparing to the competition .

Also some advantages or disadvantages comparing to the competition should be shown.

4.2 CUSTOMER ANALYSIS

The analysis of the potential customers by location should be presented .Also a sales forecast by potential customer / location should be calculated (see example below) .

5 YEARS SALES PROJECTIONS BY POTENTIAL CUSTOMER					
Customer	Year 1	Year 2	Year 3	Year 4	Year 5
Customer 1	\$ 280,201	\$ 183,081			
Customer 2	\$ 148,917	\$ 1,315			
Customer 3	\$ 125,073	\$ 9,490			
Customer 4	\$ 79,832	\$ -			
Customer 5	\$ 78,876	\$ 88,325			
Customer 6	\$ 39,221	\$ 88,623			
Customer 7	\$ 21,651	\$ 44,179			
TOTAL SALES	\$ 773,771	\$ 415,013			

5. Market – product focus

5.1. Target Markets

The market segmentation will be described (by geographical area , if the case) .

From the total existing market , you should pick up the segment that will be targeted by your business / marketing strategy .

A clear link between your strategies / objectives and the target markets will be described .

5.2. Product/ Service Objectives

This section will introduce the company products and services and their link to the targeted customers . Each type of product /service (category) will be described briefly and the link to the market necessities will also be shown.

7. Financial Data and Projections

7.1. Sales Projections

Sales projections for 5 years (by region and product / service type) .

7.2. Income Statement - forecast

Detailed sales and costs forecast for 5 years (IFRS) .

7.3. Cash Flow forecast

Detailed cash flow projections for the next 5 years.

7.4. Return on Investment Projections

Expected Return on Investment for shareholders will be calculated (in correlation to the Income Statement).

8. IMPLEMENTATION & INVESTMENT BUDGET

A COMPLETE AND DETAILED LIST OF INVESTMENTS (BY CATEGORY / IMPLEMENTATION DATE AND PURPOSE OF INVESTMENT).

8. CONCLUSION

