



4539 Metropolitan Court,
Frederick MD, 21704
Tel: (301) 360-3521
Fax: (240) 536-9199

info@gtdcinc.com
www.gtdcinc.com

U.S.A | Ethiopia | Italy | Saudi Arabia | South Africa | South Sudan

Contents of a Business Plan

There is no single formula for developing a business plan, but some elements are consistent throughout all business plans. All plans should include an executive summary, a description of the business, a plan for marketing and managing the business, financial projections and the appropriate supporting documents. Here is an outline of the essential elements GTDC recommends.

Elements of a Business Plan

1. Cover sheet
2. Executive summary (statement of the business purpose)
3. Table of contents
4. Body of the document
 - A. Business
 1. Description of business
 2. Marketing
 3. Competition
 4. Operating procedures
 5. Personnel
 6. Business insurance
 - B. Financial data
 1. Loan applications
 2. Capital equipment and supply list
 3. Balance sheet
 4. Breakeven analysis
 5. Profit and loss statements
 6. Three-year summary
 7. Detail by month, first year, and by quarters, second and third year
 8. Assumptions upon which projections were based
 9. Pro-forma cash flow
 - C. Supporting documents
 1. Tax returns of principals (partners in the business) for last three years, personal financial statements (all banks have these forms)
 2. Copy of proposed lease or purchase agreement for building space
 3. Copy of licenses and other legal documents
 4. Copy of resumes of all principals
5. Copies of letters of intent from suppliers, etc.