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**[CORPORATION]**  
**BUSINESS PLAN**

**[date]**

**[CORPORATION]**

**[date]**

**Contact: [name]  
[address]  
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### **Confidentiality Agreement**

The undersigned reader acknowledges that the information provided by [NAME OF COMPANY] in this business plan is confidential. Therefore, the undersigned reader agrees not to disclose any of such information without the express written permission of [NAME OF COMPANY].

It is hereby acknowledged by the undersigned that the information to be furnished in this business plan is in all respects confidential in nature (other than such information which is already in the public domain through other means) and that any disclosure or use of same by the undersigned may cause serious harm or damage to [NAME OF COMPANY].

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\_\_\_\_\_  
Signature

\_\_\_\_\_  
Print Name

\_\_\_\_\_  
Date

## TABLE OF CONTENTS

<b>Confidentiality Agreement</b> .....	<b>2</b>
<b>EXECUTIVE SUMMARY</b> .....	<b>1</b>
Business Description .....	1
Market Analysis & Strategy .....	1
Competitive Advantage .....	1
Summary of Financial Projections .....	1
Future Plans .....	1
Investment Capital Required .....	1
<b>I. MARKET ANALYSIS</b> .....	<b>2</b>
<b>II. COMPETITIVE ANALYSIS</b> .....	<b>3</b>
2.1 Areas of Competition .....	3
2.2 Advantages .....	3
<b>III. MARKETING STRATEGY</b> .....	<b>4</b>
<b>IV. MANAGEMENT TEAM</b> .....	<b>5</b>
4.1 Management Team .....	5
4.2 Organizational Structure .....	5
4.3 Personnel Plan .....	5
<b>V. PRODUCTS DESCRIPTION</b> .....	<b>6</b>
<b>VI. THE OFFERING</b> .....	<b>7</b>
6.1 The Shares .....	7
6.2 Capitalization .....	7
6.3 Use of Proceeds .....	8
<b>VII. FINANCIAL PROJECTIONS</b> .....	<b>9</b>
<b>VIII. RISK FACTORS</b> .....	<b>10</b>
<b>IX. FUTURE PROSPECTS</b> .....	<b>11</b>
<b>X. CONCLUSION</b> .....	<b>12</b>
<b>XI. FINANCIAL PROJECTIONS</b> .....	<b>13</b>
11.1 Important Assumptions .....	13
11.2 Sales Forecast .....	13
11.3 Capital Requirements .....	13
11.4 Break-Even Analysis .....	14
11.5 Exit / Repayment Strategy .....	15
11.6 Projected Profit and Loss .....	16
11.7 Projected Cash Flow .....	17
11.8 Projected Balance Sheet .....	18
11.9 Business Ratios .....	19
<b>APPENDIX "A" [support documents]</b> .....	<b>20</b>

## EXECUTIVE SUMMARY

### Business Description

[description of the company and its business] [if applicable – The Company has developed a [description of product/process/design/etc and its impact on the industry/market].

The Company currently operates facilities in [location(s)]. The proposed expansion will provide the economies of scale required to generate an attractive return on investment.

### Market Analysis & Strategy

[provide analysis of current domestic and/or foreign markets, as applicable, analysis of market trends and factors which could impact company's plans for growth and development, and outline of company's strategy to capitalize on upward trends and minimize negative impacts]

### Competitive Advantage

[summarize those products and/or services which give the company a competitive edge, either in local or in foreign markets, what types of niche markets the company can or does service, what sets the company apart from the competition] [include summary of any company-owned intellectual property, trade marks, industrial design, patents, etc]

### Summary of Financial Projections

The financial projections indicate an expected earnings before interest, taxes and depreciation in the first year of \$\_\_\_\_\_, which corresponds to a return of \_\_\_\_% on the total equity investment of \$\_\_\_\_\_. The projections assume that \_\_\_\_% of the cash flow from operations is reinvested into the Company as [use of revenues, whether as additional operating capital, etc]. This reinvestment results in increases of the expected earnings before interest, taxes and depreciation from \$\_\_\_\_\_ in year \_\_ to \$\_\_\_\_\_ in year \_\_.

### Future Plans

[outline company's expansion plans, together with other short-term and long-term business goals and objectives]

### Investment Capital Required

The Company is currently seeking total debt and equity financing of \$\_\_\_\_\_ toward the expansion of [its facilities/operations/additional plants/etc] in [location]. The Company hopes to secure debt financing of approximately \$\_\_\_\_\_ from [source – traditional lender, etc], and hopes to raise \$\_\_\_\_\_ in equity financing from subscriptions under the offering described herein.

## **I. MARKET ANALYSIS**

[provide in-depth market research and statistics]

[description of market areas with most and best potential for the company]

## II. COMPETITIVE ANALYSIS

### 2.1 Areas of Competition

Successful market penetration depends upon [Company]'s ability to deal with the effects of competition. [Company] faces competition for the market of its product in distinct areas: [description of major areas of competition]. Each one offers unique challenges to [Company]'s ability to penetrate the market.

[describe each specific area of competition, numbers of competitors large and small, how the company stacks up against the competition in each area and how and why it feels it can successfully compete]

### 2.2 Advantages

The [Company] is in an excellent position to compete with existing competition. The Company's competitive advantages include the following:

- (a) During its \_\_\_\_\_ year history, the Company has clearly demonstrated its ability to maintain and grow its market share due to [details – whether superior service, superior products, innovative technology, etc].
- (b) [list and describe other competitive advantages]