

## Business Plan Outline - Sample

---

### Business Description

- I. Purpose and structure
  - A. Vision and purpose
  - B. Guiding principles
  - C. Outcomes and results
- II. Distinctive competence and unique niche
  - A. Opportunities for leverage
- III. Strategic growth issues
  - A. Operating assumptions

### Situation Analysis

- IV. External analysis
  - A. Data, research
  - B. Trends and issues
- V. Internal analysis and capacity
  - A. Strategy- structure- culture alignment
- VI. Market analysis
  - A. Market segments
  - B. Target market profile
- VII. Comparative analysis

### Programs, Products and Services

- VIII. Core programs
  - A. Purpose, audience
  - B. Goals and objectives
  - C. Components, hours etc.
- IX. Supporting programs
- X. Access
- XI. Pricing and fees

### Outreach Strategies

- XII. Position, brand, image
- XIII. Outreach, marketing or communication strategies

### Strategic Partnerships

- XIV. Public –private partnership
- XV. Coalitions/ advisory
- XVI. Strategic alliances

### Organizational Development

- XVII. Business model
- XVIII. Management and staffing
- XIX. Governance
- XX. Systems and processes

### Facilities

### Finances

- XXI. Policies
- XXII. Source and uses of funds
- XXIII. Pro Forma financial statements

### Implementation

- XXIV. Tasks and timeline