



DUMAN ENTREPRENEURSHIP CENTER

SIMPLE BUSINESS PLAN FORMAT

A business plan is a written document that clearly defines the goals of a startup or existing business and outlines specific methods for achieving these goals. An effective business plan acts as the management and financial blueprint for developing and growing your business. Your business plan needs to detail how your business will be capitalized, managed and marketed. A typical business plan includes all of the following sections: Executive Summary, Business Description, Product/Service Description, Marketing Plan, Operational/Management Plan and Financial Plan.

I. EXECUTIVE SUMMARY

- A one to three paragraph summary of your unique business, target market, goals and objectives for your business.

II. BUSINESS DESCRIPTION

- What is the name of your business?
- What type of business is it?
- Where will your business be located?

III. PRODUCT/SERVICE DESCRIPTION

- What is your product/service?
- What are the features of your product/service?
- What is unique (special qualities) about your product/service?

IV. MARKETING PLAN

- Who are your potential customers?
- Who are your nearest competitors?
- How will your business be different/better?
- Where will your business be located?
- What is/are the price(s) of your product(s) and/or service(s)?
- How will you attract customers/clients?
- How will you get your product to your customers?

V. OPERATIONAL/MANAGEMENT PLAN:

- Who will manage the business?
- Will you have employees now? Later?
- What professional resources will you use? (accountant, attorney, other)

VI. FINANCIAL PLAN:

- What will it cost to open your business and sustain it for twelve months?
- What are your potential funding sources?
- How will you use the money you receive from lenders or investors?

Contact the Duman Entrepreneurship Center at JVS Chicago
with questions you have regarding your business plan.

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