

Sample Business Profile OUTLINE **(Scroll down for Sample Profile)**

Cover: Name of business, name of principal(s), address, phone number and date.

TABLE OF CONTENTS (Not used in plans for 98% of start-up companies.)

EXECUTIVE SUMMARY (We recommend using a targeted cover letter instead.)

STATEMENT OF PURPOSE (Point where most small business plans begin.)

DESCRIPTION OF BUSINESS (Brief description of products/services offered. Can be omitted)

PRODUCTS OR SERVICES (Full, detailed description of all products and services offered)

HISTORY OF ORGANIZATION OR INDUSTRY

MARKET (Of extreme importance for start-ups and usually is hardest info to gather.)

- Target Market & Customer Description
- Geographic Location and Potential
- Product Acceptance
- Competition and Pricing
- Sales and Advertising Strategy

LOCATION, FACILITIES AND OPERATIONS (Very important and should be detailed.)

- Site Analysis
- Buildings and Equipment
- Process Description and Analysis (Primarily Manufacturing)
- Suppliers
- Inventory Requirements

STAFFING AND MANAGEMENT (Extreme importance to acceptance of the plan by banks and the SBA. They will not fund your project if you have no experience in the field you are entering.)

- Availability of Workers
- Training Requirements
- Management
- Duties and Functions of Employees (General details of your experience/training; job descriptions of other employees. Attach managers/owners resumes, if appropriate.)
- Outside Assistance (Consultants, Accountants, Attorneys)

FINANCIAL ANALYSIS (Of equal or greater importance compared with Market Analysis.)

- Sources and Uses of Funds Statement
- Income Statements and Detailed Assumptions
- Balance Sheet and Pro Forma (future projections) Assumptions
- Cash Flow Statements and Pro Forma (future projection) Assumptions

APPENDICES

- List of Collateral and Its Value
- Three Years of Historical Financial Statements
- Personal Resumes and Financial Statements of Principals
- Letters of Reference, Intent, etc.
- Copies of Leases, Contracts, Articles of Incorporation, etc.
- Copies of Permits, Licenses, Patents

In-Depth Explanation of Sample BUSINESS PROFILE Outline

STATEMENT OF PURPOSE

- What is the purpose of the business plan?
 - To develop the objectives of the company and owner(s)
 - To provide an operating guide
 - To provide a financial guide
- What are you asking for?
 - Equity, Debt, Joint Venture
- How will the funds be used?
- How does the loan get repaid or the investor get out?

DESCRIPTION OF THE BUSINESS

1. What is the status of the business: start-up, expansion of a going concern, or a takeover of an existing business?
2. What is the business structure: sole proprietorship, partnership, LLC, corporation, or Sub Chapter S Corporation?
3. When will (did) operations begin?
4. What is the type of business: Is it primarily merchandising, manufacturing, or service?
5. Why is your business going to be profitable?

PRODUCTS OR SERVICES

1. What is the nature of the product(s) or service(s)?
2. Give a tangible description of the offering(s).
3. What are the benefits offered to the customer from the products or services?
4. How will it be made/produced/provided or sold?

HISTORY OF ORGANIZATION/INDUSTRY

For a new business only:

1. Why will you be successful in this business?
2. What is your experience in this business?
3. What will be special about your business?
4. Have you contacted prospective suppliers and what information can they provide?
5. Do you have any letters of intent for prospective suppliers of purchases?
6. Have you asked about trade credit?

For a takeover only:

1. When and by whom was the business founded?
2. Why is the owner selling it?
3. How did you arrive at a purchase price for the business?
4. What is the trend of sales over the past three years?
5. Is the business going downhill, why? How can you turn it around?

THE MARKET

1. Who exactly is your market? Describe characteristics: age, gender, profession, income, geographic location, etc. of your various market segments?
2. What is the present size of the market?
3. What is the market's growth potential?
4. How are you going to attract and keep your market?
5. How can you expand your market?

6. How are you going to price your service, product, or merchandise to make a fair profit and, at the same time, be competitive?
7. What price do you anticipate getting for your product? Is the price competitive?

MARKET Cont'd

8. What special advantages do you offer that may justify higher price? (You don't necessarily have to engage in direct price competition.)
9. Will you offer credit to your customers (accounts receivable)? If so, is this really necessary? Can you afford to extend credit? Can you afford bad debts?
10. Who are your five nearest competitors? List them by name and proximity.
11. How is their business, (strengths and weaknesses)? How will your operation be better than theirs? What sets you apart from your competition?

LOCATION, FACILITIES AND OPERATIONS

1. What is your business address?
2. What are the physical features of your building?
3. Is your building leased or owned?
4. If renovations are needed, what are they? What is the expected cost?
5. What is the area like and how do these characteristics contribute to the appeal of this location?
6. Does zoning permit your kind of business?
7. What environmental rules have to be met and how will you meet them?
8. Describe the production process of flow of materials through the plant. Provide detailed inventory needs including raw materials, work in process, finished goods.
9. Describe daily operations.
10. Describe supplier contacts, including price, transportation requirements, inventory requirements, and payment practices.
11. Describe any special storage problems.
12. Have you considered farming-out portions of your operations?
13. What hours of the day and days of the week will you be in operation?

Note: If yours is a seasonal business, or if the hours will be adjusted seasonally, make sure that the seasonality is reflected in the business plan.

STAFFING AND MANAGEMENT

1. Provide a detailed staffing or manning schedule showing types of skills and current wage rate.
2. What is the availability of the type of workers you need?
3. What training do they need? Will you offer this training?
4. Who makes up the management team? What is your background and experience in this type of business?
5. Provide information on management salaries.
6. Describe the duties and functions of all personnel.
7. Provide an organizational chart.

FINANCIAL ANALYSIS

1. Show the sources and use of funds and how it impacts the starting balance sheet.
2. List all expenditures for capital items in detail and provide documentary support of cost estimates.
3. Show that adequate funds are available for working capital, contingencies, and reserves.
4. Develop an income statement based on your marketing plan, operational analysis, staffing schedule, etc. List all assumptions for your profit analysis. Give this information on a monthly basis for the first year. Give a three-year projection with assumptions.
5. Provide a monthly cash flow analysis.

BUSINESS PROFILE

Company Name
Street Address
City, LA 00000
Phone: (XXX) XXX-XXXX

Owners Name
Owner

Month & Year

STATEMENT OF PURPOSE

The purpose of this business plan is to provide an operating and financial guide for the owner, and to request a loan in the amount of \$X to be used in the funding of inventory, payroll and other start up costs. The loan will be repaid through profits of the business.

DESCRIPTION OF BUSINESS

Company Name is a start up business structured as a(n) (corporation, LLC, etc) in the State of Louisiana. Operations are scheduled to begin **month/year**. **Company Name** is a **type of business** providing **list services to and describe type of clients**.

SERVICES

The customer benefits from quality service and reasonable pricing. **Company Name** will provide the best prices for services it performs and expand its customer base.

HISTORY OF THE BUSINESS AND/OR THE INDUSTRY

Company Name will achieve success through its quality customer base, its highly skilled and trained employees and though its historical knowledge of the industry. Customer satisfaction is the primary goal of this business. Using the years of experience in administration in this type of business, **Owners Name** will be able to lead the company in becoming a highly profitable enterprise.

Company Name has contacted several suppliers about **parts or supplies or products** and is confident that it can obtain all of the needed materials to service the demands of the market. **Company Name** plans to operate on a **type of account** basis with its suppliers until industry credit has been established.

MARKET

The target market is **type of customer** in the **target market segment**. **List various products used, services and/or product descriptions**. The geographical focus of this target market ranges **location of target market**. This market segment is a **amount dollar industry and the growth potential is very positive**. Due to the current **trend information**. Through fair pricing and quality work and by using highly trained staff, **Company Name** will be able to keep up with the demand and expand its business by maintaining physical contact with the customer and by having the **supplies, product, services**. There is no standard pricing for jobs. In order to maintain competitive pricing **Company Name** will keep up with the pricing structure of competitors and adjust pricing while maintaining a profit in the business (see attached pricing sheet). Due to **a low overhead, other management techniques**, **Company Name** will be able to maintain a competitive advantage.

Through the use of **controls**, **Company Name** will be able to determine which types of work will make the profit needed to sustain and expand the business in the near future. **Company Name** will **or will not** extend credit to the customer **on type of terms**.

Strong competitors for **Company Name** have **competitor's strengths, services, etc**. **Company Name** will be able to rise above its competition through competitive pricing by using **description of tool**,

services, technique used. Local competitors include **Competitor's locations.** While the competition enjoys a **number-year** establishment in business as a **type of competition,** their weaknesses are **their weaknesses.** **Company Name** will rise above the competition with **company's strengths** and quicker access to final decisions and better pricing.

LOCATIONS, FACILITIES, AND OPERATIONS

Located in **City, State, Company Name** physical address will be **address.** The physical features of the location include the **physical features of building, etc.** The building will be **leased/owned** and is in need of **repairs needed.** Estimated cost of these improvements is **\$ amount.** The property is located in an **type of** area and is zoned for this type of business.. Environmental rules pertaining to **type of business** will be addressed and adhered to by **particulars of compliance.**

The trained technicians at **Company Name** will **type of work that will be done at Company Name.**
Describe any work farmed out.

Experienced office personnel will maintain detailed inventory needs including raw materials, work in process, and finished goods. A listing of **office supplies, suppliers and distributors** will be updated on a weekly basis. Inventory will be ordered on a **type of ordering basis.** **Inventory specifics** will be orderd from **company** and **other source of suppliers.** General suppliers will be chosen as needed on a local basis. Inventory requirements will consist of one week's worth of **list inventory** and **other inventory or supplies** and as the business expands, **spare items** if needed, will be kept in inventory as well. Suppliers will be contacted by telephone or fax and orders will be shipped in by **method.** Terms will be **terms.**

Operating hours will be Monday through Friday from 8:00 am to 5:00 pm.

STAFFING AND MANAGEMENT

Company Name will need to staff the following positions:

1 - Administrative Manager	Salary in \$
1 – Sales/Marketing Manager	Salary in \$
1 – Shop Manager	Salary in \$
3 – Other	Salary in \$(per hour)
1- Other	Salary in \$(per hour)

The team will consist of **number** employees. The **first worker** will list duties, supervise and has **number of years** experience. The **second worker** will list duties, supervise and has **number of years** experience. The **third worker** will list duties, supervise and has **number of years** experience. The **other worker** will list duties, supervise and has **number of years** experience. The **other worker** will list duties, supervise and has **number of years** experience.

Each employee will be accountable for their specific area and will be expected to maintain the high-quality standards established by the **Company Name** management team. All training is on the job and employees are currently available. The forecast for this type of help is very positive for this industry.

The management team is composed of **number** highly skilled, experienced individuals. **Owners' Name** will be the Administrative Manager and has obtained on the job training and is quite capable of managing this business. He has experience in **list areas of expertise**.

Managers' Name will be the **job title** and has obtained on the job training and demonstrated a history of success in this field. He has experience in **list areas of expertise**.

Company Name will retain the assistance of a CPA and an attorney in financial and legal matters.