

Outline of a Typical Business Plan

I. Cover Letter

- A. Name of the bank contacted
- B. Name of the banker contacted
- C. Dollar amount requested
- D. Terms and timing of loan request
- E. Type and price of securities (collateral)

II. Summary

- A. Business description
 - 1. Name
 - 2. Location and plant description
 - 3. Product
 - 4. Market and competition
 - 5. Management goals
- B. Business goals
- C. Summary of financial needs and application of funds
- D. Earnings projections and potential return to investors

III. Market Analysis

- A. Description of total market
- B. Industry trends
- C. Target market
- D. Competition

IV. Products or Services

- A. Description of product line
- B. Proprietary position: patents, copyrights and legal and technical considerations
- C. Comparison to competitors' products

V. Manufacturing Process (if applicable)

- A. Materials
- B. Sources of supply
- C. Production methods

VI. Marketing Strategy

- A. Overall strategy
- B. Pricing Policy
- C. Sales terms
- D. Method of selling, distributing and servicing products

VII. Management Plan

- A. Form of business organization
- B. Board of directors composition
- C. Officers: organization chart and responsibilities

- D. Resumes of key personnel
- E. Staffing plan/number of employees
- F. Facilities plan/planned capital improvements
- G. Operating plan/schedule of upcoming work for the next one to two years

VIII. Financial Data

- A. Financial history (five years to present) - See NOTE 1*
- B. Five-year financial projections (first year by quarters; remaining years annually)
 - 1. Profit and loss statements
 - 2. Balance sheets
 - 3. Cash flow charts
 - 4. Capital expenditures estimates
- C. Explanation of projections
- D. Key business ratios
- E. Explanation of use and effect of new funds
- F. Potential return to investors compared to competitors and industry in general.

***NOTE 1:**

ALL FINANCIAL STATEMENTS MUST MEET GENERALLY ACCEPTED ACCOUNTING PRACTICES (GAAP).

****NOTE 2:**

SUBMIT COMPLETED PLAN TO BANK. THEN, SUBMIT A COPY TO THE LOUISIANA ECONOMIC DEVELOPMENT CORPORATION, WITH BANK AND CONTACT PERSON AT THE BANK.