

YOUR ULTIMATE COMEBACK



BUSINESS PLANNING 101 COURSE

By Dana Susan Beasley

My Business Plan



Cover

Business Name

Address



Telephone

Website

Email

Tagline/Slogan

Executive Summary

Mission



Vision

Values



Market Analysis

Problems



Solutions

Sales and Marketing Strategy



Competitive Analysis



Management Team



Operational Plan

Strategy and Implementation Summary

Investment Highlights

Funding Sought



Use of Funds

Legal Structure and Description

