ANDERSON/BUSINESS COMMUNICATIONS

BUSINESS PLAN WRITE-UP

Use one (or more) of the templates to sketch out your business. The more formal version should follow this set-up:

Title Page

Executive Summary: This is a brief description of what is in your business plan.

A Table of Contents

 Description/Purpose (What problem are you solving? Or What niche are you filling?)

 Who are your target audience/consumers/customers/clients?

 Branding/Marketing (Logo and how you intend to reach customers/clients)

 Legal Concerns

 Obstacles/Challenges

 Budget