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Basic Business Plan Outline

Executive Summary

Answer “who,” “what,” “when,” “where,” and “how” with respect to the company, management, business objectives, financing, repayment strategies, etc. The Executive Summary should be done last, after all business plan analysis and details have been completed.

Company Positioning/Mission Statement and Objectives

List company's near and far term goals in quantitative form (example: achieve 2008 sales of \$xx) and the company vision for success. Also explain critical points that will create success or failure for the company. This is what your plan will accomplish. The rest of the business plan tells how you will do it.

Company Summary

Here, summarize the type of company and ownership. If the company is a start-up, give a financial overview (start-up costs, assets needed, liabilities to incur, funding needed). If the company is in existence, with a financial history, give historical figures and the current situation. Also, detail company branch or plan locations and describe the facilities.

Products or Services

Give an analysis of current and planned products in this section. Include product descriptions, competitive analyses, sales literature, and strategic positioning.

Organization and Management

Here, give an overview of company leaders and what each will do to successfully implement the business plan.

Financials

This is the place for detailed financial statements.