



## **ST. CHRISTOPHER AND NEVIS**

MINISTRY OF SUSTAINABLE DEVELOPMENT,  
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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.