

**CUMBERLAND EMPOWERMENT ZONE
BUSINESS PLAN CHECKLIST
(for businesses with less than two years history)**

Below is what should be included in your Business Plan

- I. TITLE PAGE
- II. TABLE OF CONTENTS
- III. EXECUTIVE SUMMARY (maximum two pages)
 - A. Purpose Statement
 - B. Business Potential
 - C. Proposed Activities
 - D. Financial Requirements
- IV. COMPANY DESCRIPTION
 - A. Business Identification
 - B. Services Offered
 - C. Business Background and History
 - D. Future Direction
- V. MARKET ANALYSIS AND EVALUATION
 - A. Industry Perspectives (trends and forecast)
 - B. Competition (strengths and weakness)
 - C. Customer Demographic Profiles
- VI. MARKETING PLAN
 - A. General Approach to the Market
 - B. Marketing Strategy
 - C. Promoting the Company
 - D. Pricing
- VII. MANAGEMENT PLAN
 - A. Organizational Structure
 - B. Key Management Experience (résumé)
 - C. Personnel and Training Requirements
 - D. Facility and Operating Plan
- VIII. FINANCIAL PLAN
 - A. Financial Statements (three years to present)
 - B. Two Year Pro Forma (including all assumptions)
 - C. Explanation Of Use and Effect of New Funds
 - D. Sources Of Funding or Potential Funding (including equity contribution)
- IX. APPENDICES AND SUPPORTING DATA