

**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