

Business Plan Outline source: HBR Press

Describing the Opportunity

Presenting your idea

Analyzing the business environment

Introducing Your Management Team

Highlighting qualifications

Presenting the team as a unit

Bringing Your Product to Market

Operations plan

Marketing plan

Projecting Financial Risk & Reward

Preparing your financial plan

Anticipating readers concerns

Marketing Plan

Target Market – describe your consumer (persona)

The Four P's

Product

Price

Place

Promotion

Positioning