**Cover Page and Table of Contents should look like this.**

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| **CONFIDENTIAL**  ***“Business Name”***  Business Plan  Business Owners:  **“your name”**  Submitted to:  Mr. Robinson  Date | Table of Contents   1. Executive Summary- Page # 2. Market Research- Page # 3. Customer Profile 4. Competition 5. S.W.O.T Analysis 6. 4 P’s - Page # 7. Product 8. Price 9. Promotion 10. Place 11. Suppliers / Recourses Page # 12. Mtg and Operations Structure- Page # 13. Financial Plan - Page # 14. Start-up Costs 15. Sources of Funding 16. Cash Flow Forecast 17. Appendix – Logos/ Survey/ Slogans Page # |

Formatting;

The Business Plan should be written in third person. Meaning, if your are Kristie, the plan should read “Kristie will be leading the production process and Karl in charge of sales…”.

Use Times New Roman 12pt font and keep the titles for each section the same 14pt Bold centered.

Each section is a new page. Be sure to title the excel chart pages and properly label your charts, within the chart doc. Number the pages and have them match the table of contents.

Any logos, resumes, questionnaires results, or any other ideas or helpful additions to your plan are included in the Appendix at the end. These are all marked as bonus marks.

Executive Summary Practice Draft: