

BUSINESS PLAN / ROAD MAP

What is a business plan and why do I need one?

A business plan defines the nature and scope of your business, quantifies your product mix/volume and/or service type/scope goals, and serves as your company's **resume**. It describes the marketing, sales, operational, and financial aspects of a business. It is the **roadmap** annotated with the course you will pursue to achieve your goals. Because it provides specific and organized information about your business and how invested/borrowed money will be returned/repaid, a good business plan is a crucial part of any investment **prospectus** or loan package. Additionally, it tells personnel, suppliers and others about company operations and objectives. SCORE has developed comprehensive **business plan templates** that you can use in creating and maintaining your plan for either a [new](#) or [established](#) business.

A sound business plan is key to your success. Our local SCORE chapter volunteer counselors can assist you in drafting and refining one which addresses:

- **Core Competencies, Goals, & Objectives**
- **Market , Customer & Competitor Assessments**
- **Company Assets & Venture Capital Sources**
- **Fixed/Variable Cost/Expense Estimates**
- **Product/Service Production Rates & Prices**
- **Marketing Strategy & Sales Forecasts**
- **Cash Flow & 12 Month Profit/Loss Projections**