

## **Contents List**

- 1) **Executive summary**  
*Written last, as a dynamic summary of main body*
- 2) **Background, Purpose and/or Objectives**  
*Business concept*  
*Vision, Mission*  
*Goals & Objectives*  
*Milestones*
- 3) **Product or Service**  
*Description*  
*Features & benefits of product/service*
- 4) **Current Market situation/ marketing strategy**  
*Target market*  
*Industry overview – characteristics, trends, influences*  
*Existing competition*  
*Marketing strategy*
- 5) **Operations**  
*Key personnel*  
*Organisational structure*  
*Human Resources plan*  
*Service delivery method*  
*Physical facilities and equipment*
- 6) **Finances**  
*Summary*
- 7) **Monitoring/evaluation**  
*Risk factors*  
*Monitoring & Evaluation timetable*
- 8) **Appendices**
  - a. **Financial assumptions**
  - b. **Profit & Loss**
  - c. **Cash-flow**
  - d. **Balance Sheet**

*(Other appendices might include survey results, copy of questionnaire, copy of publicity leaflet/poster etc.).*