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.).