

## STANDARD BUSINESS PLAN FORMAT



**METRONOME**  
Marketing  
186 WHITE POND ROAD  
STORMVILLE, NY 12582

1. **Cover Page**
2. **Executive Summary:** This should be no more than one page and should be written when you have completed everything else. Use numbers whenever possible to illustrate magnitude and create strong impact.
3. **Table of Contents:** Optional, depending on the size of your Plan.
4. **Situation Review:** This is a critical piece of your business plan and provides the reader with an in-depth understanding of where your business or product currently stands in relation to the marketplace and your competition. A good situation review technique often employed is:

S	=	<u>S</u> trengths
W	=	<u>W</u> eaknesses
O	=	<u>O</u> pportunities
T	=	<u>T</u> hreats
5. **Mission:** M What is your ultimate goal? Remember, this could be a very long journey.
6. **Objectives:** O What are you trying to accomplish?
7. **Strategies:** S How will you ensure success?
8. **Tactics:** T What has to be done, when does it need to be done and who needs to do it? Be specific.
9. **Cost Justification:** This is where you will need to be very specific about the payoff or “what’s in it for them!”
10. **Implementation Calendar:** This can either be a simple schedule or a color chart – use whichever you feel will work for the project at hand. When looking for a loan or investors, show a powerful chart to illustrate the break-even point (i.e., ROI v. time.)

This need not be a thesis—just bullets to get the key points across!