

Name: \_\_\_\_\_

# Introduction - The Business Plan

BMA~ENT~10: Research, develop, and present a business plan.

**Directions:** In the left column, write the titles of the sections of the business plan elements described. Choose the business plan sections from the list here:

Executive Summary  
 Company Description  
 Vision and Mission  
 Statements  
 Market Analysis  
 Marketing Plan  
 Organizational Plan

Growth Plan  
 Cover Page  
 Table of Contents  
 Management Team Plan  
 Product and Service Plan  
 Industry Overview  
 Competitive Analysis

Operational Plan  
 Financial Plan  
 Contingency Plan  
 Title Page  
 Supporting Documents

	A brief account of the key points contained in a business plan
	A potential business owner's qualifications and those of any partners
	A description that provides an outline of a business
	A description of the product or service to be offered
	Statements that establish the scope and purpose of a company
	Research of the potential business' industry
	Research of the potential customers' profile
	An analysis of the business' advantage over its competitors
	How a company will make customers aware of its products/services
	A plan of the business processes that result in production and delivery of the product or service
	How the company will be run
	A plan presenting financial forecasts for the business
	Looks at how the business will expand in the future
	Looks at likely risks to the business
	The first page
	The second page
	A list detailing the components of the business plan
	Additional information and documents relevant to the business

Name: \_\_\_\_\_

**Directions: Use the Internet to RETYPE the answers to the following questions.**

1. What is a business plan?
2. What is the purpose of a business plan?
3. Why do you need to conduct market research before writing a business plan?
4. What is the best way to open the executive summary of a business plan?
5. What is a vision statement?
6. What is a mission statement?
7. What are three documents that are included as Supporting Documents or Appendices in the Business Plan?

**Directions: Unscramble the letters and write the key term on the lines at the right, then write the correct key terms on the blank lines to complete the definitions.**

sesbuins apnl \_\_\_\_\_

lamsl bsnisues \_\_\_\_\_

nsivoi tnemettsa \_\_\_\_\_

ularitv sbsusine \_\_\_\_\_

etxecuvei ryumsram \_\_\_\_\_

otd-mco yncamop \_\_\_\_\_

soimsni tsatmetne \_\_\_\_\_

1. A business that operates on the Internet is a \_\_\_\_\_ or \_\_\_\_\_
2. An independently owned business that usually has the owner as its manager is a \_\_\_\_\_.
3. A written description of a new business venture that describes all aspects of the business is a \_\_\_\_\_.
4. A statement that expresses the specific aspirations of a company, the major goals it will try to reach is a \_\_\_\_\_.
5. A statement in the business plan that establishes the scope and purpose of a company and reflects its values and beliefs is a \_\_\_\_\_.
6. The section that includes a summary of each section is an \_\_\_\_\_.