



## Cherokee Nation Small Business Assistance Center

### Business Plan Tools & Instructions:

Following below and on the next pages are some tools for developing your own personalized business plan. Please remember these are only tools and do require you to tailor certain details to the specifics applicable to your own business. Provided below are two websites offering business plan assistance, advice, and templates. On the following pages, 2 through 7, is a Detailed Business Plan Outline. This is just an outline, and only meant to provide guidance while developing your business plan. When using the Detailed Business Plan Outline, be sure to answer each question that applies to your business in a narrative paragraph format.

#### Websites offering assistance:

[www.score.org](http://www.score.org)

[www.sba.gov](http://www.sba.gov)

[www.entrepreneur.com](http://www.entrepreneur.com)

[www.womenentrepreneur.com](http://www.womenentrepreneur.com)

# **Cherokee Nation Small Business Assistance Center**

## **Detailed Business Plan Outline:**

### **I. Cover Sheet**

### **II. Table of Contents**

### **III. Executive Summary:**

#### **A. Purpose of the business plan.**

- What is the purpose of this business?
- Who is requesting money?
- How much money?
- For what is the money needed?
- How much will the funds benefit the business?
- How will the funds be repaid?
- Describe the Tribal, Local, and regional benefits of this plan.

#### **B. Description of the Business.**

- Type of Business (manufacturing, merchandising, or service)
- Status of business. Is your business a start-up, expansion, or a take-over?
- What is the legal business structure? (i.e. sole proprietorship, partnership, corporation, Subchapter S Corporation)
- Why will your business be profitable?
- When will your business open?
- What are your hours of operation?
- If your hours will be adjusted seasonally please reflect the times on your business plan.

#### **C. For a new Business:**

- What is your experience in this business?
- Have you spoken with other people in this kind of business?
- What was their response?
- What will be unique about your business?
- Have you spoken with potential suppliers to see what services/training that they will offer?
- Have you inquired about trade credit?
- What have you learned from outside sources such as banks and publications about your business?
- If you will be doing any contract work what are the terms?
- Reference any firm contract or letter and include it as a supporting document.

#### **D. For a take-over:**

- When and by whom was the business founded?
- Why is the owner selling it?
- How did you arrive at the purchase price for the business?
- What is the trend in current sales?
- If the business is not doing well how do you intend to turn it around?
- How will your management make the business more profitable?

### **IV. Marketing Plan**

#### **A. Target markets served:**

- Who exactly is your customer? (i.e. age, gender, profession, income, geography, etc.)
- What is the present size of the market?
- What percent of the market will you have?
- What is the market's growth potential?
- As the market share grows will your share increase or decrease?
- How are you going to satisfy your market?
- How are you going to price your product/service to make a fair profit and at the same time remain competitive?
- How will you attract and keep your target customer?
- What price do you anticipate getting for your product/service?
- Is the price competitive?
- How did you arrive at that price?
- What special services do you offer that may justify a higher price? (You don't necessarily have to engage in direct price competition.)

#### **B. Marketing mix and plan**

- Nature of products and service: Quality, quantity, assortment, guarantee or warranty, packaging.
- Nature of place/distribution: Manufacturing, retail store, wholesaler, warehouse, and transportation.
- Nature of price: Variable cost, fixed cost, competitive price, consumer reaction.
- Nature of promotion: Sales people, sales promotion, advertising, and publicity.

#### **C. Location of the business**

- What is your address?
- What are your location needs?
- What are the physical features of your business?
- Is your building leased or owned? State the terms.
- If renovations are needed, what are they? What are the expected costs? Attach all quotes.

## **D. Competition**

- Who are your five nearest competitors?
- How will your operation be better than theirs?
- How is their business? (Increasing or decreasing, and why?)
- How are their operations similar to yours, and how are they different? (Location, price, product mix, customers served, and services offered.)
- What are their strengths and weaknesses?
- What have you learned from watching their operations?

## **V. Management Plan**

### **A. Background and Experience**

- What is your business background?
- What management experience have you had?
- What types of education have you received? (include all formal and informal learning experiences)
- Personal data (i.e. age, where you currently live and have lived, special abilities, interests, and reasons for going into business).
- Are you physically suited to do this job?
- What weaknesses do you have in this field and how will you compensate for them?
- A personal financial statement must be included as a supporting document in your business plan.
- Do you have direct operational experience in this type of business?

### **B. Daily operations**

- Who does what? Who does everyone report to (chain of command) and where do final decisions get made?
- Draft an organizational chart and attach to business plan.
- What will management be paid?
- What other resources will be available? (Accountant, lawyer, etc.)

### **C. Personnel**

- Who is on the management team?
- What are your personnel needs now and in the future?
- What skills must employees have?
- Are the people that you need available?
- Will employees be needed full or part time?
- What will their salaries/hourly wage be?
- Will you need to pay overtime?
- Will you offer fringe benefits?
- Taxes?

- Will you have to train people, and if so at what cost to the business? (Both in time and money?)

## **VI. Financial Plan**

### **A. Sources and uses of funds?**

- How much money do you think that you will earn each month?
- What will your total monthly expenses be?

### **B. Break-even analysis.**

### **C. Capital equipment list:**

- Major equipment and normal accessories
- Minor shop equipment
- Other equipment

### **D. Pro-forma income statements**

- Year one-monthly
- Years two and three-Quarterly
- Notes and explanations for pro-forma income statements

### **E. Pro-forma cash flow (for a minimum of three years)**

### **F. Pro-forma balance sheet (for a minimum of three years)**

## **VII. Application and expected effect of loan/investment**

### **A. What is your equity position? (Expressed in a percentage)**

### **B. Do you need this new money? Establish a procedure for making borrowing decisions.**

### **C. How is this new money to be spent? (This can be fairly general, i.e. working capital, new equipment, inventory, and supplies, etc.)**

### **D. Should you lease or buy? What is the item being bought? Who is the supplier? What is the price?**

### **E. What is the specific name and model of your purchase?**

### **F. How much will you pay in sales tax? Installation charges, and/or freight fees?**

### **G. How will the loan make your business more profitable?**

## **VIII. Supporting documents as needed**

### **A. Resumes of all existing employees and potential employees.**

### **B. Job descriptions**

### **C. Credit reports**

### **D. Letters of reference**

### **E. Copies of contracts**

### **F. Copies of leases**

### **G. Copies of letter of intent**

### **H. Legal documents**

### **I. Production requirements**

**J. Other documents may be needed depending on the nature of the business.**

*For any additional questions or concerns, please feel free to contact our offices at:*

*Cherokee Nation  
Small Business Assistance Center (SBAC)  
PO Box 948  
Tahlequah, OK 74465-0948  
(918) 453-5536*

*Or*

[www.cherokeesbac.org](http://www.cherokeesbac.org)