

**Business Plan Format
for McAllen Chamber of Commerce Small Grant Program**

Format

- Section 1 Executive Summary
- Section 2 Company
- Section 3 Product or Service Description
- Section 4 Market Research and Analysis
- Section 5 Marketing Plan
- Section 6 Operations
- Section 7 Financial Information
- Section 8 Job Creation

Section (1) Executive Summary

Provide a short overview of the plan (1-2 pages). Address the following important issues in the executive summary:

- Name of the Company and legal structure
- Name of principal owner(s) and owner percentage(s)
- Grant amount requested and use of funds
- Brief product/service description
- Market to be served
- Length of time in business and location
- Number of employees and future employees
- Historical Sales and profit
- Projected sales and profit

Section (2) The Company

This section should describe how the company is owned and organized. It should explain the reasons why it exists. It should include mission statement, long term and short term goals and the strategies to achieve them. Include the character and image you want to project to your customers.

Section (3) Product or Service Description

Provide a complete and technically accurate description of your product(s) and/or service(s): How it is used, by whom, in what quantity, and how it works. Indicate how it will benefit your potential customer. Give test dates, results and data. What patents or copyrights are applicable? What changes will you make in the future? What will be the next generation of products or services?

Section (4) Market research and Analysis

Describe the market you intend to serve (who, how large, where). IS the market regional, national or international? Does your market include customers only, or does it include businesses, institutions, government, etc.? Determine trends and growth patterns that affect your product or service. Who are your competitors, and what are their strengths and weaknesses? Describe your strengths and weaknesses: How is your product and/or services superior? How can you reach the market? (This should introduce your marketing plan).

Section (5) The Marketing Plan

Remember the six elements of the marketing mix: Product, Price, Positioning, Promotion, People, and Place. Since your product/service was aptly described in Section (3), this element should be devoted to the other elements of the marketing mix.

Price: Will you compete on price alone or will you have the highest price based on superior quality or benefits? Include all costs when considering price.

Positioning: What specific benefits or advantages do you offer your target customer(s) that no else can match?

Promotion: Will you use personal selling, advertising, publicity, direct marketing, brochures, or a combination of several? What promotional strategy(s) will help you reach your target market?

People: Do have the appropriate personnel to meet greet inform, sell and provide service after the sale?

Place: How will you distribute the product/service?

Section (6) Operations (Management Plan)

Management: Describe past success in entrepreneurial efforts, demonstrated management experience, successful small business ownership, demonstrated experience in the field and educational/professional certification, etc.

Location: How does your location affect your ability to distribute your product/service and serve your customers?

Facility: Consider costs and potential for expansion.

Equipment: What machinery, furniture, fixtures, and equipment will be required to carry out the mission: new, used or leased?

Labor: How many employees are required; what skills do they need; approximate wage level and when will you employ them?

Section (7) Financial Data

See Financial strength under judging criteria. The business plan should also indicate the amount of personal investment by the owner(s) into the business to date and future.

Section (8) Job Creation

This section should contain all information related to the number, quality and timing of jobs that will be created in years one through three. You should include the following information:

- Number of jobs created in years one through three
- Wage level – amount of salaries, benefits, etc. paid for each job
- Skill level for positions created and any special education or certification requirements