

Top 10 contents that belong in every professional business plan

- 1. Executive Summary** - An exciting and convincing summary of the most important facts of the business plan.
- 2. Business model and target group** - detailed description of your business idea and the potential customers.
- 3. Market & competition** - analysis of the market, the size of the market, the potential, the market development as well as the competitors and their offerings.
- 4. Company goals and team** - who are you, where do you want to go, what is your vision and mission.
- 5. Positioning & USP** - Describe your unique selling point and the customer benefit, Your added value.
- 6. Marketing & sales** - sales channels, pricing strategy, advertising measures including the Costs and why you do what.
- 7. Law & taxes** - explanations to the legal form, the company name and which taxes will be incurred.
- 8. Presentation of entrepreneurial skills and weaknesses** - personnel planning, structures and business processes.
- 9. Finance** - Detailed and realistic financial planning, including capital requirements planning, revenue and cost planning, a profitability forecast, liquidity planning and financing planning.
- 10. SWOT analysis** - identify opportunities and risks for your business model and develop solutions for the risks.



About Businessplan.org

We are professional business plan experts

We are not corporate consultants who occasionally create business plans when they are needed. We are **experienced business consultants who have specialized in the preparation of professional business plans** for companies and business founders for 10 years. Our services are highly appreciated by companies ranging in size from one-person start-ups to large companies with hundreds of employees.

Benefit from our business plan expertise

Our business plan specialists write **more than 300 business plans each year** and have...

- sound qualifications in business management (MBA and the German equivalents, CPAs, and Auditors)
- expertise gained from past professional strategic consulting (for example, Roland Berger, McKinsey, pwc, etc.), at banks (e.g., lending departments), and for relevant venture capital companies
- at least 5 years of practical experience as project managers responsible for creating business plans
- proven experience, with at least 100 business plans under their belts
- at least 50 personal, positive references or recommendations
- wide ranging industry expertise (60 business plan consultants with a wide variety of industry specializations)
- sound expertise in the field of analyzing business plans (volunteering at business plan competitions, past experience with venture capital companies, or loan departments at banks)
- personal commitment

You've come to the right place at Businessplan.org if you want a [business plan created just for you](#) or need comprehensive advice...

Thanks to our **many years of experience, our network of experts, and high volume of business plans created each year**, we know very well...

- what banks, investors, and grant-making institutions are explicitly looking for
- which key figures are decisive in your business plan
- which industry specifics should be covered
- which market and industry data should be included
- which prices, sales, costs, etc., can be realistically estimated
- how to convince the readers of your business plan to invest in your business.

We offer customized solutions based on your [business plan objectives](#) and your [specific market and industry requirements](#).