

Title	Contents
Title Page	<ul style="list-style-type: none"> Name of Business Contact names. Contact details.
Contents Page	<ul style="list-style-type: none"> Numbered contents page.
Executive Summary	<ul style="list-style-type: none"> Summarize main points of plan. Key reasons why you think the service will be successful. Summary of results of needs analysis. Summary of finance.
Introduction & Background	<ul style="list-style-type: none"> Background, qualifications, experience and specific qualities, including key personnel or advisors. Background information such as history, origins of the idea, objectives and goals. Operational plan, project details, breaks down of service offered, price etc. Project progress to date, e.g. business registration, planning permission, needs analysis. If the service is existing already, how has it progressed? Quality Benefits to community. Employment potential.
Needs Analysis & Marketing Strategy	<ul style="list-style-type: none"> Needs Analysis: level of need, future development, target group, client profile, what will they pay? Duplication Issues: who are they? Where are they? What services do they offer? What do they charge? Duplication and displacement issues? Marketing: plans for promotion of service and budget, unique selling points.
The Capital	<ul style="list-style-type: none"> Premises, contents, equipment, promoter's investment.
Finance	<ul style="list-style-type: none"> Capital required in setting up an ongoing operation. Type of finance in place to date and required. ECCE, CCS, TEC government funding schemes. Cash flow projections. Projected profit and loss accounts. Balance sheet. Previous accounts if relevant. Schedule of finance, what is needed and when.
Business Development	<ul style="list-style-type: none"> Timing of the project, when will staff be employed, start building, start marketing, start operating and any future expansion plans.
Conclusion	<ul style="list-style-type: none"> Overview of main points as to why the project will be successful and why the lender should provide funding.
Appendices	<ul style="list-style-type: none"> Any other relevant information. Contact details for accountant, solicitor, architect, bank etc.