

COSMETICS Co.

BUSINESS PLAN OUTLINE

1.0 EXECUTIVE SUMMARY (1 PAGE)

2.0 COMPANY OVERVIEW

- 2.1 MISSION STATEMENT**
- 2.2 THE BUSINESS OPPORTUNITY**
 - 2.2.1 COMPANY DESCRIPTION**
 - 2.2.2 INDUSTRY BACKGROUND**
- 2.3 CAPITAL REQUIREMENTS**
- 2.4 BUSINESS MODEL & GROWTH STRATEGY**

3.0 THE PRODUCTS

- 3.1 PRODUCT LINE STRATEGY**
- 3.2 MASCARA**
- 3.3 FOUNDATION**
- 3.4 EYE LINER**
- 3.5 EYE SHADOW**
- 3.6 LIP STICK**
- 3.7 LIP GLOSS**
- 3.8 CONCEALER**
- 3.9 BLUSH**
- 3.10 NAIL POLISH**
- 3.11 MAKE UP-REMOVER**

4.0 THE MARKET

- 4.1 U.S. COSMETICS MARKET ANALYSIS**
 - 4.1.1 FIGURES**
 - 4.1.2 TRENDS**
 - 4.1.3 INDUSTRY ANALYSIS**
- 4.2 TARGET MARKET ANALYSIS**
 - 4.2.1 DEPARTMENT STORES**
 - 4.2.2 BEAUTY & COSMETIC STORES**
 - 4.2.3 BEAUTY & HAIR SALONS**
 - 4.2.4 DRUG STORES**
 - 4.2.5 MASS MERCHANDISE**
 - 4.2.6 GROCERY STORES**
- 4.3 TARGET CONSUMER PROFILE**
- 4.4 U.S. DEMOGRAPHIC STATS**
- 4.5 PROFILE OF DIRECT COMPETITORS**
- 4.6 COMPETITIVE ANALYSIS & STRATEGY**

5.0 MARKETING PLAN

- 5.1 MARKETING OVERVIEW & STRATEGY**
- 5.2 BRANDING STRATEGY**
- 5.3 B2B SALES**
- 5.4 INTERNET MARKETING**
- 5.5 PRINT ADVERTISING**
- 5.6 PUBLIC RELATIONS**
- 5.7 INDUSTRY TRADE SHOWS & EVENTS**
- 5.8 PROMOTIONS**
- 5.9 RADIO ADVERTISING**
- 5.10 TV ADVERTISING**

6.0 OPERATIONAL PLAN

- 6.1 OPERATIONAL OVERVIEW**
 - 6.1.1. HOURS OF OPERATION**
 - 6.1.2. LEGAL STRUCTURE**
 - 6.1.3. OPERATIONAL GROWTH PLAN**
- 6.2 PRODUCT MANUFACTURING**
- 6.3 INVENTORY MANAGEMENT**
- 6.4 COMPUTER HARDWARE & SOFTWARE**
- 6.5 LEGAL & INSURANCE**
- 6.6 ACCOUNTING**
- 6.7 CUSTOMER SERVICE**

7.0 MANAGEMENT & STAFF

- 7.1 EXECUTIVE MANAGEMENT**
- 7.2 STAFF**

8.0 FINANCING STRATEGY

- 8.1 CAPITAL REQUIREMENTS**
- 8.2 FINANCING STRATEGY**
- 8.3 RISK ANALYSIS**
- 8.4 EXIT STRATEGY**

9.0 FINANCIAL PLAN

9.1. REVENUE MODEL

- 9.1.1 PRICING, GROWTH, & SALES ASSUMPTIONS
- 9.1.2 YEAR 1-5 REVENUE (ANNUAL) PROJECTIONS

9.2 EXPENSE ASSUMPTIONS

- 9.2.1 G&A EXPENSES
- 9.2.2 MARKETING EXPENSES
- 9.2.3 STAFF HEADCOUNT & SALARIES

9.3. PRO-FORMA FINANCIAL SUMMARIES

- 9.3.1 YEAR 1-5 INCOME STATEMENT (ANNUAL) PROJECTIONS
- 9.3.2 YEAR 1-5 CASH FLOW STATEMENT (ANNUAL) PROJECTIONS
- 9.3.3 YEAR 1-5 BALANCE SHEET (ANNUAL) PROJECTIONS

9.4. EXCEL PRO-FORMA FINANCIAL STATEMENTS

- 9.4.1. YEAR 1-5 MONTHLY REVENUE MODEL
- 9.4.2. YEAR 1-5 MONTHLY OPERATING EXPENSE MODEL
- 9.4.3. YEAR 1-5 MONTHLY CAPITAL BUDGET
- 9.4.4. YEAR 1-5 INCOME STATEMENT (YR 1 MONTHLY; YR 2-5 QTLY)
- 9.4.5. YEAR 1-5 CASH FLOW STATEMENT (YR 1 MNTLY; YR 2-5 QTLY)
- 9.4.6. YEAR 1-5 BALANCE SHEET (YR 1 MONTHLY; YR 2-5 QTLY)