

# **XYZ MIXED USE PROPERTY BUSINESS PLAN OUTLINE**

## **1.0 EXECUTIVE SUMMARY (1 PAGE)**

## **2.0 COMPANY OVERVIEW**

- 2.1 MISSION STATEMENT**
- 2.2 COMPANY DESCRIPTION**
- 2.3 CAPITAL REQUIREMENTS**
- 2.4 GROWTH STRATEGY**

## **3.0 THE PROPERTY**

- 3.1 THE LOCATION**
- 3.2 THE LAND**
- 3.3 PROPERTY DESCRIPTION & LAYOUT**
- 3.4 RESIDENTIAL UNITS**
- 3.5 RETAIL UNITS**
- 3.6 PARKING LOT**
- 3.7 PRICING STRATEGY**

## **4.0 THE MARKET**

- 4.1 XYZ, CA REAL ESTATE MARKET INFO & FIGURES**
  - 4.1.1 RESIDENTIAL**
  - 4.1.2 COMMERCIAL**
- 4.2 TARGET CONSUMER PROFILE**
- 4.3 XYZ, CA DEMOGRAPHIC STATS**
- 4.4 PROFILE OF DIRECT COMPETITORS**
- 4.5 COMPETITIVE ANALYSIS**

## **5.0 MARKETING PLAN**

- 5.1 MARKETING OVERVIEW & STRATEGY**
- 5.2 BRANDING STRATEGY**
- 5.3 SIGNAGE**
- 5.4 INTERNET MARKETING**
- 5.5 PRINT ADVERTISING**
- 5.6 PUBLIC RELATIONS**
- 5.7 PROMOTIONS**

## 6.0 OPERATIONAL PLAN

### 6.1 OPERATIONAL OVERVIEW

#### 6.1.1 HOURS OF OPERATION

#### 6.1.2 LEGAL STRUCTURE

### 6.2 COMPUTER HARDWARE & SOFTWARE

### 6.3 SUPPLIES

### 6.4 INVENTORY CONTROL

### 6.5 TENANT MANAGEMENT

### 6.6 COMMON AREA MAINTENANCE

### 6.7 LEGAL & INSURANCE

### 6.8 ACCOUNTING

## 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)