

XYZ CAR ALARMS BUSINESS PLAN OUTLINE

1. EXECUTIVE SUMMARY (1 PAGE)

2. 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. GROWTH STRATEGY**

3. THE MARKET

- 3.1. TARGET MARKET ANALYSIS**
 - 3.1.1. TARGET CONSUMER PROFILE**
 - 3.1.2. TRUCKING COMPANIES**
 - 3.1.3. CAR RENTAL COMPANIES**
 - 3.1.4. GOVERNMENT (CITY & SCHOOL BUSES)**
 - 3.1.5. TAXI COMPANIES**
 - 3.1.6. LUXURY TRANSPORTATION COMPANIES**
 - 3.1.7. AFFILIATE PARTNERS**
- 3.2. U.S. ALARM, HORN, & TRAFFIC CONTROL EQUIPMENT MARKET ANALYSES**
 - 3.2.1. FIGURES**
 - 3.2.2. TRENDS**
 - 3.2.3. INDUSTRY ANALYSIS**
- 3.3. PROFILE OF DIRECT COMPETITORS**
- 3.4. COMPETITIVE ANALYSIS & STRATEGY**

4. THE SERVICES

- 4.1. PRODUCT DESCRIPTION & FEATURES**
- 4.2. INTELLECTUAL PROPERTY**
- 4.3. FUTURE PRODUCTS**
- 4.4. PRICING STRATEGY**

5. MARKETING PLAN

- 5.1. MARKETING OVERVIEW & STRATEGY
- 5.2. BRANDING STRATEGY
- 5.3. SALES
- 5.4. INTERNET MARKETING
- 5.5. PRINT ADVERTISING
- 5.6. PUBLIC RELATIONS
- 5.7. AFFILIATE MARKETING
- 5.8. RADIO ADVERTISING
- 5.9. TV ADVERTISING
- 5.10. PROMOTIONS

6. 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. INVENTORY MANAGEMENT
- 6.3. EQUIPMENT
- 6.4. SUPPLIES
- 6.6. COMPUTER HARDWARE & SOFTWARE
- 6.6. LEGAL & INSURANCE
- 6.7. ACCOUNTING
- 6.7. LICENSING & ACCREDITATION
- 6.8. CLEANING & MAINTENANCE
- 6.9. QUALITY CONTROL

7. MANAGEMENT & STAFF

- 7.1. EXECUTIVE MANAGEMENT
- 7.2. STAFF

8. FINANCING STRATEGY

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

9. 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 SALES FORECAST

9.4.2. YEAR 1-5 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 MO; YR. 2-5 QTLY)

9.4.6. YEAR 1-5 BALANCE SHEET (YR. 1 MONTHLY; YR. 2-5 QTLY)

9.4.7. VALUATION MODEL