

XYZ WEAR

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 & HISTORY

2.2.2. INDUSTRY BACKGROUND

2.3. CAPITAL REQUIREMENTS

2.4. GROWTH STRATEGY

3. THE PRODUCTS

3.1. PRODUCT LINE OVERVIEW & STRATEGY

3.2. THE PRODUCTS

3.3. PRICING STRATEGY

4. THE MARKET

4.1. TARGET MARKET ANALYSIS

4.2. U.S. DEMOGRAPHIC STATS

4.3. U.S. WOMEN'S & CHILDREN'S APPAREL WHOLESALING MARKET ANALYSIS

4.3.1. FIGURES & Trends

4.3.2. INDUSTRY ANALYSIS

4.4. U.S. MEN'S & BOYS' APPAREL WHOLESALING MARKET ANALYSIS

4.5. PROFILE OF DIRECT COMPETITORS

4.6. COMPETITIVE ANALYSIS

5. MARKETING PLAN

- 5.1. MARKETING OVERVIEW & STRATEGY**
- 5.2. BRANDING STRATEGY**
- 5.3. SALES**
- 5.4. INTERNET MARKETING**
- 5.5. PUBLIC RELATIONS**
- 5.6. PRINT ADVERTISING**
- 5.7. INDUSTRY TRADE SHOWS & EVENTS**
- 5.8. 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. PRODUCT MANUFACTURING**
- 6.3. INVENTORY MANAGEMENT**
- 6.4. COMPUTER HARDWARE & SOFTWARE**
- 6.5. LEGAL & INSURANCE**
- 6.6. ACCOUNTING**

7. MANAGEMENT & STAFF

- 7.1. EXECUTIVE MANAGEMENT**
- 7.2. STAFF**

8. FINANCING STRATEGY

- 8.1. CAPITAL REQUIREMENTS**
- 8.2. RISK ANALYSIS**
- 8.3. 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