

**Business Plan Template (Small Business Administration)**

1: Executive Summary

* Ch 1: The Dynamics of Business and Economics

2: Company Description

* Ch 2: Business Ethics and Social Responsibility

3: Market Analysis

* Ch 3: Business in a Borderless World

4: Organization and Management

* Ch 4: Options for Organizing Business
* Ch 5: Small Business, Entrepreneurship, and Franchising
* Ch 6: The Nature of Management
* Ch 7: Organization, Teamwork, and Communication
* Ch 9: Motivating the Workforce
* Ch 10: Managing Human Resources

5: Service or Product Line

* Ch 8: Managing Service and Manufacturing Operations

6: Marketing and Sales

* Ch 11: Customer-Driven Marketing
* Ch 12: Dimensions of Marketing Strategy
* Ch 13: Digital Marketing and Social Networking

7: Funding Request

* Ch 14: Accounting and Financial Statements
* Ch 15: Money and the Financial System

8: Financial Projections

* Ch 16: Financial Management and the Securities Market

9: Appendix