

Sample Business Plan Template

When Applying for a loan, banks or other lending establishments may require that you present a business plan. Even if it is not directly required, for your own benefit it would be good to write one up. A well written business plan will help you succeed in the operation of your hot dog cart vending business. It helps you to be able to clearly articulate your goals and objectives in connection with the operations of your hot dog cart business.

For your assistance, here is a template to help you write out your own business plan.

1. Cover Sheet

Name of business, address, telephone number and the name(s) of principal(s). Include all pertinent contact information (cell phone, fax, etc...).

2. Executive Summary (Statement of Purpose)

This is a summary of the business covering at least the following items: the name of the business, legal structure, amount and purpose of a loan request, a repayment statement, your business concept; product information; current stage of business (start-up, developing or existing); and anticipated financial results and other benefits.

3. Table of Contents

4. The Business

Description of business: What product or service will you provide?

Historical development: List the name, date of formation, legal structure, subsidiaries and degrees of ownership within your business.

Product/service lines: What is the relative importance of each product/service? Include sales projections based on research conducted to identify the market.

Market segment: Who will buy your product? How many of them are there and why will they want what you are offering?

Competition: Describe competing companies and how your business compares. Remember to include all substitute product/service providers.

Location: Describe the location and its appeal to your target market.

Operation: Hours of operation.

Marketing: Multi-media, specialized publications, billboards, networking.

5. Management

Business format: Describe your legal structure and explain why you chose this structure.

Organizational chart: Who are the key individuals and planned staff additions? How many and of which type will you need at the different stages of the business cycle?

Experience: Describe the past experiences of partners and employees, and how will they contribute to the success of the company.

6. Finance

Describe the project.

Total estimated project cost. Do not expect the lender to tell you how much money you can borrow. Clearly explain how much money you require and why.

Breakdown of the proposed uses of project funds. Consider presenting the total project in stages or phases of development to better identify cash requirements.

Lending institution participation, including terms and conditions.

Equity participation of the owners and investors.

Projections and assumptions for two years of both Profit and Loss Statements and Balance Sheets for one year of company Cash Flow, month-by-month.

The Personal financial statement of owner.

7. Production

Describe how production or delivery of services will be accomplished.

Capacities: Describe the physical facilities, suppliers, patents, labour and technologies that exist or will be used.

Capital equipment: Type and amount of machinery and durable equipment needed to operate the business.

Supplies: Describe where and how you will obtain your components and day-to-day supplies and services.

8. Supporting Documents

Include any personal resumes, financial statements, cost of living budget, letters of reference, letters of intent, job descriptions, copies of leases, contracts and other legal documents that help convey an accurate picture of the business. Also include any descriptive drawings to identify proposed site plan of facility and floor plan of operations.