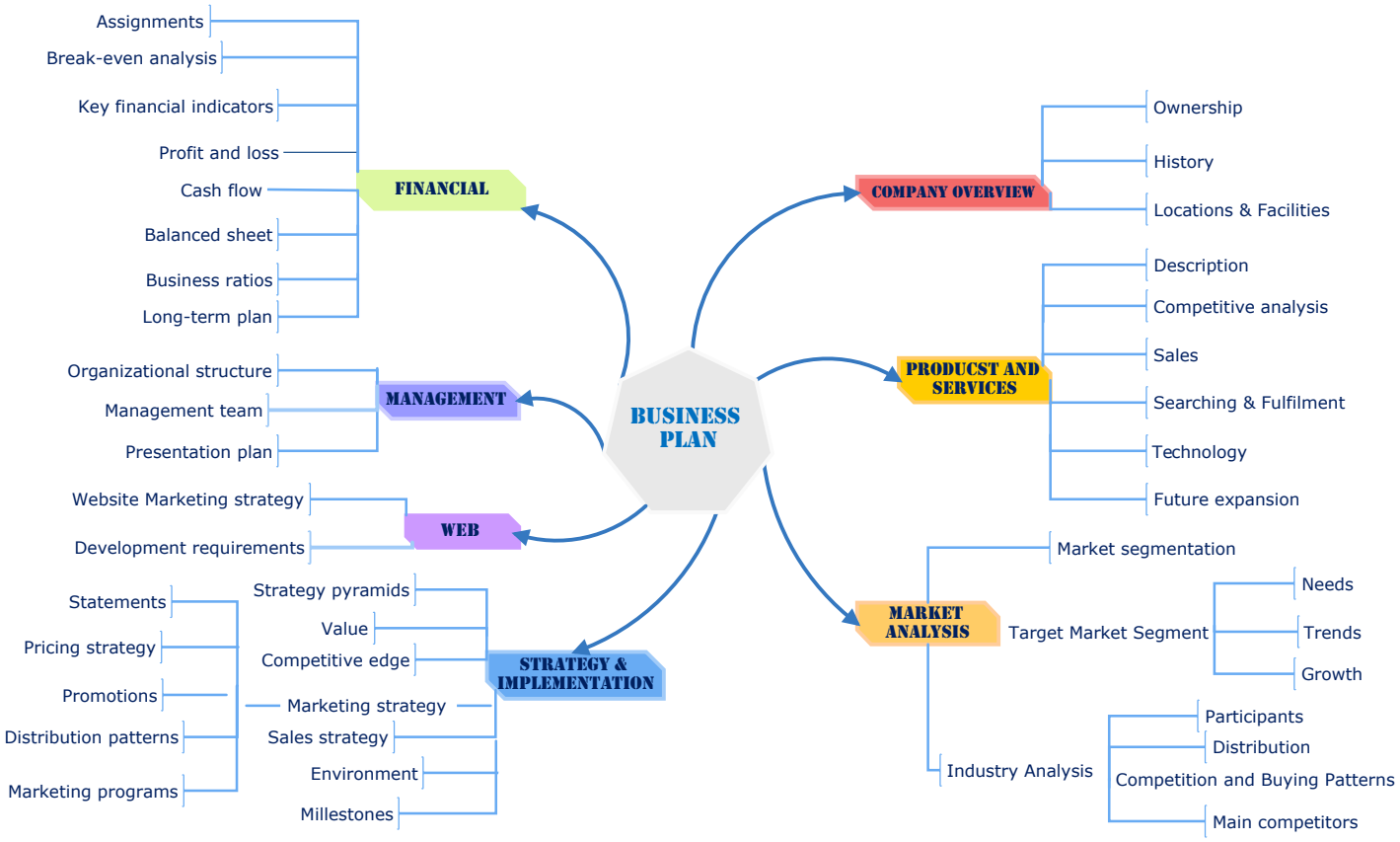
BUSINESS PLAN
FINANCIAL
Assignments
Break-even analysis
Key financial indicators
Profit and loss
Cash flow
Balanced sheet
Business ratios
Long-term plan
MANAGEMENT
Organizational structure
Management team
Presentation plan
WEB
Website Marketing strategy
Development requirements
STRATEGY & IMPLEMENTATION
Statements
Pricing strategy
Promotions
Distribution patterns
Marketing programs
Strategy pyramids
Value
Competitive edge
Marketing strategy
Sales strategy
Environment
Millestones
COMPANY OVERVIEW
Ownership
History
Locations & Facilities
PRODUCST AND SERVICES
Description
Competitive analysis
Sales
Searching & Fulfilment
Technology
Future expansion
MARKET ANALYSIS
Market segmentation
Target Market Segment
Needs
Trends
Growth
Industry Analysis
Participants
Distribution
Competition and Buying Patterns
Main competitors