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| Business Plan Model  NJ SBDC Rutgers Camden | Abstract  This document is meant to guide your thinking as you work on writing a business plan for the purpose of financing or outlining a business model for your company. It is rounded and may need to be optimized based on the industry. It is provided by the New jersey Small Business Development Center Rutgers-Camden.  SBDC  Please do not reproduce this without written permission of NJ SBDC-Rutgers University Camden |

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## 

## Vision

## Mission

# Business Description

# Market Research

## Target Market

## 

## Competitor Description

## 

## SWOT Analysis

Strength-

Weakness-

Opportunities-

Threats-

# Marketing Strategy

# Business Strategy

# 

# Organization and Management

# 

# Financials

## 

## Projected Financial Statements

### Pricing and Revenue Streams

### 

### Startup Costs

### Monthly Operating Costs

## 

## Utilization of Capital

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# Exit Strategy

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# The Appendix

The appendix section should be provided to readers on an as-needed basis. In other words, it should not be included with the main body of your business plan. Your plan is your communication tool; as such, it will be seen by a lot of people. Some of the information in the business section you will not want everyone to see, but, specific individuals (such as creditors) may want access to this information in order to make lending decisions. Therefore, it is important to have the appendix within easy reach.  
The appendix would include:

* Credit history (personal & business)
* Resumes of key managers
* Product pictures
* Letters of reference
* Details of market studies
* Relevant magazine articles or book references
* Licenses, permits, or patents
* Legal documents
* Copies of leases
* Building permits
* Contracts
* List of business consultants, including attorney and accountant