**Business Plan Components**

1. Executive Summary
2. Mission Statement and/or Vision Statement
3. Description of your company, products and services
4. Description of how your products or services are different from your competitor’s (product and service differentiation)
5. Market Analysis - discuss the market you are trying to enter, the competitors in the market, where you fit in, and what type of market share you hope to capture
6. Description of your management team and their specific experience and past successes
7. SWOT (Strengths, Weaknesses, Opportunities, Threats) Analysis
8. Marketing Plan
9. Revenue Projection
10. Cash Flow Statement

Also, check out <https://www.sba.gov/business-guide/plan-your-business/write-your-business-plan>

And this - <https://www.growthink.com/products/business-plan-template>