

Sample Startup or Expansion Cost Sheet

Include all the expenses you will incur in preparation for opening your business, but would not have incurred otherwise. Below is a sample listing of these costs.. You should customize the list to fit your situation.

Advertising & Promotional

Business Cards \$ _____
 Mailers, Ads, Posters \$ _____
 Business Logo Design \$ _____
 Signs \$ _____
 Ribbon Cutting/Opening \$ _____
 Other \$ _____

Furniture & Fixtures

Desks & Chairs \$ _____
 Filing Cabinets \$ _____
 Installation Charges \$ _____
 Lighting Fixtures \$ _____
 Counters/Shelves, etc \$ _____
 Other \$ _____

Business Organization

Accounting Fees \$ _____
 Legal fees \$ _____
 Licenses & Permits \$ _____
 Insurance \$ _____
 Deposit—Electric \$ _____
 Deposit—Water \$ _____
 Deposit—Gas \$ _____
 Deposit—Telephone \$ _____
 Other \$ _____

Tools, Equipment & Machinery

_____ \$ _____
 _____ \$ _____
 _____ \$ _____
 _____ \$ _____
 _____ \$ _____

Inventory

_____ \$ _____
 _____ \$ _____

Office Expense

Stationary \$ _____
 Invoice Forms \$ _____
 Purchase Order Forms \$ _____
 Cash Register \$ _____
 Office Supplies \$ _____
 Typewriter/Computer \$ _____
 Software \$ _____
 Telephone System \$ _____
 Other \$ _____

Vehicle(s)

_____ \$ _____
 _____ \$ _____

Physical Location

Purchase Price \$ _____
 Deposit for Lease \$ _____
 First Month's Rent \$ _____
 Improvements \$ _____
 Moving Expenses \$ _____

Total Startup/Expansion Cost: \$ _____
 Owner's Investment: \$ _____

Financing Required: \$ _____

BUSINESS PLAN OUTLINE

There are no hard-and-fast format requirements for a business plan. The length and the content will vary depending on the complexity of the business and the market. The following is a typical format that is effective for both startup and expanding businesses.

Executive Summary

Key elements of the business plan in one or two pages

- ◆ Brief descriptions of the business and the market
- ◆ Brief description of the management team & related experience
- ◆ Summary of financial projections
- ◆ Amount of investment requested, the form and how the proceeds will be used

Company and Industry Description

- ◆ The concept—what is the product and/or service
- ◆ Principals and the roles they will play
- ◆ Legal form of business
- ◆ Short-term and long-term goals
- ◆ History of the industry
- ◆ Number and kinds of firms in the industry
- ◆ Major influences, government regulation, etc.

Marketing

- ◆ Description of market—size, growth rate
- ◆ Description of the segments to be pursued
- ◆ Who makes the buying decision and on what basis—price, service, features, etc.
- ◆ Comparison of important aspects of the product with the principal competitors—price, service, features, etc.
- ◆ What are the key competitive advantages?
- ◆ Marketing schedule—who is to do what by when and the projected cost
- ◆ Results expected and contingency plans

Production

- ◆ Facilities and equipment required
- ◆ Capacity and output targets
- ◆ Sources of raw material and supplies
- ◆ Labor requirements—skills, numbers, unions
- ◆ Outsourcing or subcontracting considerations
- ◆ Quality control and customer service
- ◆ Packaging and shipping

Personnel

- ◆ Individuals responsible for finance, marketing, production and management
- ◆ Who is accountable to whom
- ◆ Anticipated needs for additional personnel
- ◆ Personnel policies

Finance

Include underlying assumptions, i.e.: continuation of trends, competitors' responses, technology changes, customer needs, etc.

A. Funding Request

- ◆ Desired financing—Sources of funds/Uses of funds
- ◆ Future financing

B. Past & Current Financial Statements

- ◆ Profit & Loss
- ◆ Balance Sheet
- ◆ Cash Flow
- ◆ Personal Financial Statement