

BROOKLYN



COLLEGE

10 Business Plan
Professor Myles Bassell
Bus 50.5 Small Business Management & Minority Entrepreneurship
Brooklyn College

Objectives:

- gain experience in preparing a business plan,
- develop an understanding of small business ventures,
- move forward in your business plan 10 more pages

Project Overview: 10 Business Plan

The Business Plan Outline is posted to the course website. Follow the caption details in the outline and expand your Business Plan **10 more pages**. Gather information as needed to address the details of each caption listed below

- A. Introductory Page
- B. Executive Summary
- C. Environmental and Industry Analysis
- D. Description of the Venture
- E. Production Plan
- F. Operations Plan
- G. Marketing Plan
- H. Organizational Plan
- I. Risk Analysis
- J. Financial Plan
- K. Appendix