



## Contents for Business Plan

1. Development Plan
  - Five Year Development Schedule
  - Identify Primary Areas
  - Identify Sites for the Initial 2 year period
2. Management Structure
  - Who will fill the key Positions
  - Projection of the staffing needs for the next 5 years
3. Marketing Plan
  - Pricing and Positioning
  - Brand Development Strategy
  - Promotional Tactics
4. Financial Plan
  - Development Cost as per the Development Schedule
  - Identification of Sources of Capital
  - Projected Financials including cash flow for next 5 Years.