

SAMPLE

Contractor's Business Plan

I. Mission Statement

- A. Type of Work
- B. Size of Jobs
- C. Competitive Advantage
- D. Clients
- E. Geographical Area

II. Company History

- A. Organizational Start and Changes
- B. Key Individuals/Positions/Responsibilities

III. Company Experience

- A. Type of Work Progression
- B. Largest Jobs Completed to Date

IV. Strengths and Weaknesses

- A. Internal Analysis
 - 1. Strengths
 - 2. Weaknesses
- B. External Analysis
 - 1. Strengths
 - 2. Weaknesses

V. Analysis of Competition and Marketing Philosophy

- A. Competition
- B. Marketing

VI. Executive Summary of Goals

- A. Achieve Specific Financial Performance Measures
 - 1. Year 1
 - 2. Year 2
 - 3. Year 3
- B. Enhance Operations
- C. Develop Market Presence

VII. Implementation & Monitoring

- A. Financial Data
 - General Contractors Business Plan – operating budget and forecast of income
- B. Pro Forma Statements
- C. Current CPA compilation – fully disclosed
- D. Detailed asset inventory including item, description, date acquired, cost, fair market value