



Center for Career Education

BUSINESS PLAN OUTLINE

COLUMBIA UNIVERSITY CENTER FOR CAREER EDUCATION

EAST CAMPUS, LOWER LEVEL, 2960 BROADWAY, MAIL CODE 5727, NEW YORK, NY 10027 (212) 854-5609

- I. Executive Summary
- II. Business Description
 - a. General description of the business
 - b. Industry background
 - c. Goals and potential of the business and milestones (if any)
 - d. Uniqueness of product or service
- III. Marketing
 - a. Research and analysis
 - i. Target market/customers
 - ii. Market size and trends
 - iii. Competition
 - iv. Estimated market share
 - b. Marketing plan
 - i. Market strategy – sales and distribution
 - ii. Pricing
 - iii. Advertising and promotions
- IV. Location
 - a. Advantages and risks
- V. Management
 - a. Management team, key personnel, advisors, consultants, etc.
- VI. Financial
 - a. Profit and loss forecast
 - b. Cash flow forecast
 - c. Cost controls
 - d. Budgeting plans
- VII. Critical risks
 - a. Potential problems
 - b. Obstacles and risks
 - c. Alternative courses of action
- VIII. Harvest strategy
 - a. Transfer of asset
 - b. Continuity of business strategy
 - c. Identify successor
- IX. Milestone schedule
 - a. Timing and objectives
 - b. Deadlines and milestones
- X. Appendix or Bibliography