



AIBL2010

NATIONAL BUSINESS & LEADERSHIP CONFERENCE

APRIL 8-10, 2010

Fond du Lac Tribal & Community College
Conference | Cloquet, Minnesota

Black Bear Casino Resort
Host Hotel | Carlton, Minnesota

BUSINESS PLAN OUTLINE

It is required that each business plan submitted for the Business Plan Competition adequately addresses the following sections of a business plan:

I. EXECUTIVE SUMMARY

II. DESCRIPTION OF THE BUSINESS

- A. Business Concept
- B. Vision and Mission Statement
- C. Product/Service Description
- D. Location and Physical Facilities
- E. Tribal and Other Local Benefits
- F. Relationship to Tribal Economic/ Sustainable Development
- G. Development Strategy

III. MARKET ANALYSIS

- A. Market Description
- B. General Market Trends
- C. Customer/Consumer Profile
- D. Competition
- E. Risk

IV. ORGANIZATION AND MANAGEMENT

- A. Legal Form of Organization
- B. Management Team Profile
- C. Management and Training Plans

V. FINANCIAL ANALYSIS

- A. Capital Requirements
- B. Structure Financing
- C. Financial Forecasts
 - 1. Break-even Analysis
 - 2. Cash Flow Statements
 - 3. Income Statement Projections
 - 4. Balance Sheet Projections
 - 5. Explanatory Notes to Financial Forecasts
 - 6. Key Financial Ratios and Measures of Performance

VI. SUPPORTING DOCUMENTS