

Draft Business Plan Template for Existing Business

1. Cover Sheet (Serves as the title page of the business plan)
 - a. Problem/Opportunity must be relevant to the healthcare industry and tied to at least one area of the Body of Knowledge
2. Table of Contents (Quick reference to major topics covered in the plan)
3. Project Summary (brief, up to one page pitch)
4. Executive Summary (more extensive overview, but no longer than three pages)
 - a. The Company (introductory overview - who, what, when, where, why and how. Any unique aspects or characteristics?)
 - b. Mission Statement
 - c. Market Opportunity (opportunities for which the company is positioned to take advantage)
 - d. Management and key personnel (who they are and strengths each one brings to the company)
 - e. Competitors (direct and indirect); list their strengths and weaknesses.
 - f. The Business's Competitive Advantages
 - g. Financial Information: capital requirements, funding sources, projections (summary of Income Statement Projections for next 3 years). What is the projected ROI and when?

Part I: The Organizational Plan

1. Summary Description of the existing Business
 - a. Brief introduction to company
 - b. SWOT Analysis (strengths, weaknesses, opportunities, and threats that the existing business will face, both internal and external)
 - c. Strategy (give an overview of the strategy, focusing on short- and long-term objectives)
 - d. Strategic relationships
 - e. Key stakeholders/key decision-makers
2. Summary Description of the new Business
 - a. Business model SWOT Analysis (strengths, weaknesses, opportunities, and threats that the new business will face, both internal and external)
 - b. Strategy (give an overview of the strategy, focusing on short- and long-term objectives)
 - c. Strategic relationships Key stakeholders/key decision-makers
3. Products or Services
4. Administrative Plan (organizational chart, approval plan, responsibilities of assigned to teams)
5. Three-year operational Plan (including timeline and key milestones for success; possible roadblocks and strategies to address weaknesses/threats)
6. Incorporation Strategy (describe how the new business will work in conjunction with the existing business)
7. Regulatory and/or Accreditation bodies that should be included
8. Identify if there is an exit strategy.

Part II: The Marketing Plan

1. Overview and goals of the marketing strategy (brand recognition/product/service recognition; definition of what is being sold)
2. Market analysis
 - a. Target market and audience (identify with demographics, psychographics, and niche market specifics)
 - b. Competition (describe major competitors assessing their strengths and weaknesses)
 - c. Market trends (identify industry trends and customer trends)
 - d. Market research (describe methods of research, database analysis, and results summary)
3. Marketing Strategy
 - a. Description (budget % allocations on- and off-line with expected Return on investment)
 - b. Relationship with current business (elaborate on differences with marketing strategies and the relationship between both businesses strategies)
4. Implementation of Marketing Strategy
 - a. Mode and methods for marketing (tactics for success)

Part III: Financial Documents

1. Summary of financial needs
 - a. Applying for financing and funding sources
 - b. How much capital you need
 - c. Resource costs associated/opportunity costs
 - d. Costs allocated from original business
 - e. Expectations around ROI
2. Pro Forma Cash Flow Statement (Budget)
3. Three-Year income projection
4. Projected balance sheet
5. Break-even analysis
6. Profit & Loss Statement (Income Statement)
7. Balance sheet
8. Financial statement analysis
9. Business Financial History

Part IV: Innovative elements and expected business outcomes

1. Why and how does this innovative idea positively impact the health of your population and the organization?
2. What challenges did you encounter during this process and what have you learned?
3. Next steps to put project in action

Part V: Addendum: Other factors

1. Provide additional elements and key considerations that have not been addressed in part I-IV but are essential for this new business model
2. Should the plan be to “contract” the business, review the alternative options, potential savings, and potential results if this action is not taken.