

- *Suggestions of what to include in a comprehensive Business Plan for a new business and/or presentation for financial support (bank for instance).*

BUSINESS PLAN TABLE OF CONTENTS

Executive Summary

- 1 The Business and its Management**
 - History and Position to Date
 - Mission
 - Objectives
 - The Management Team
 - Legal Structure
 - Professional Advisers
- 2 The Products and Services**
 - Products
 - Services
 - Proprietary Position
 - Guarantees and Customer Protection
 - Transport Systems
- 3 Market and Competitors**
 - Markets, Projections, and Market Segments
 - Competition and Competitive Advantage
 - Customer Needs and Benefits
- 4 Competitive Business Strategy**
 - Pricing Policy
 - Promotional Plans
 - Choice of Location and Premises
 - Wider Factors Affecting Strategy
- 5 Operations**
 - Sales
 - Record Keeping
 - Premises
 - Capacity
 - Opening Hours
 - Equipment
 - Staffing
 - Quality Control
 - New Tour Operators
- 6 Forecasts and Financial Data**
 - Sales Forecast
 - Cash Flow Projections and Sensitivity Analysis
 - Profit and Loss Account
 - Balance Sheet
 - Performance Ratios
 - Break Even
- 7 Financing Requirements**
 - Funds Required and Timing
 - Funding Options
- 8 Business Controls**
 - Financial
 - Sales and Marketing

Appendix 1: Market Research

World Region
Indications of Demand
Summary of Findings from our Market Research
Market Research Questionnaire
Internet Growth and Sales

Appendix 2: Financial Data

Cash Flow Forecast Year 1
Cash Flow Sensitivity Analysis Year 1
Profit and Loss Account, Years 1 to 3
Balance Sheet at End of Year 1

Appendix 3: Founder's CV