



# Business plan: An outline

Use this exercise to gather important information about your business.

Answer these questions to start your planning process. Your responses will provide important information about your business, which you can use as an overview to develop your plan further.

## Vision

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## Mission

- Why does this business exist?

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- What purpose(s) or need(s) does it fulfill for customers?

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## Objectives

- List the goals of your company, then number them in order of importance.

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- What will the business accomplish when it's fully established and successful?

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- How much time will it take to reach this point?

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## Strategies

- For each goal or objective listed above, write one or more actions required to complete it.




## Monthly expenses

- If you can, estimate your business' ongoing monthly expenses;

Immediate after launch	In three months	In six months	In one year

- If you can't estimate, what information will you need in order to estimate your expenses?

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## Monthly income

- What are your revenue streams?  
Estimate your monthly income accordingly.

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- Which revenue sources deliver fast or slow returns?  
Are there other sources you could consider to diversify assets?

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## Next steps

After completing your outline, reference your responses as you work through a traditional business plan guide. This next step will allow you to expand and add more detailed information to your plan.

When you're ready to make your formal plan, reference this companion guide, [A Standard Business Plan Outline](#). The article utilizes the hard work you've already done to create a step-by-step plan.